

Product Lines: 2002

Issued October 2005

EC02-71SL-LS

2002 Economic Census

Arts, Entertainment, and Recreation

Subject Series



USCENSUSBUREAU

Helping You Make Informed Decisions

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



ACKNOWLEDGMENTS

This report was prepared in the Service Sector Statistics Division under the direction of **Bobby E. Russell**, Assistant Division Chief for Census Programs. Planning, management, and coordination of this report were under the supervision of **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.

2002 Economic Census
Arts, Entertainment, and Recreation
Subject Series



U.S. Department of Commerce
Carlos M. Gutierrez,
Secretary

David A. Sampson,
Deputy Secretary

Economics and Statistics Administration
Kathleen B. Cooper,
Under Secretary for
Economic Affairs

U.S. CENSUS BUREAU
Charles Louis Kincannon,
Director



**Economics
and Statistics
Administration**

Kathleen B. Cooper,
Under Secretary
for Economic Affairs



U.S. CENSUS BUREAU

Charles Louis Kincannon,
Director

Hermann Habermann,
Deputy Director and
Chief Operating Officer

Thomas L. Mesenbourg,
Associate Director
for Economic Programs

Thomas L. Mesenbourg,
Acting Assistant Director
for Economic Programs

Mark E. Wallace,
Chief, Service Sector
Statistics Division

CONTENTS

Introduction to the Economic Census	v
Arts, Entertainment, and Recreation	ix
Tables	
1. Product Lines by Kind of Business for the United States: 2002 .	1
Appendixes	
A. Explanation of Terms	A-1
B. NAICS Codes, Titles, and Descriptions	B-1
C. Methodology	C-1
D. Geographic Notes	--
E. Metropolitan and Micropolitan Statistical Areas	--
-- Not applicable for this report.	

Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

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

INDUSTRY CLASSIFICATIONS

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

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

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

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

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

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

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

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

BASIS OF REPORTING

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

GEOGRAPHIC AREA CODING

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

AVAILABILITY OF ADDITIONAL DATA

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

HISTORICAL INFORMATION

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

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

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

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

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

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

SOURCES FOR MORE INFORMATION

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

This page is intentionally blank.

Arts, Entertainment, and Recreation

SCOPE

The Arts, Entertainment, and Recreation sector (sector 71) includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. This sector comprises (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure time interests.

Some establishments that provide cultural, entertainment, or recreational facilities and services are classified in other sectors. Excluded from this sector are: (1) establishments that provide both accommodations and recreational facilities, such as hunting and fishing camps and resort and casino hotels are classified in Subsector 721, Accommodation; (2) restaurants and night clubs that provide live entertainment, in addition to the sale of food and beverages are classified in Subsector 722, Food Services and Drinking Places; (3) motion picture theaters, libraries and archives, and publishers of newspapers, magazines, books, periodicals, and computer software are classified in Sector 51, Information; and (4) establishments using transportation equipment to provide recreational and entertainment services, such as those operating sightseeing buses, dinner cruises, or helicopter rides are classified in Subsector 487, Scenic and Sightseeing Transportation.

Data for this sector are shown for establishments of firms subject to federal income tax, and separately, of firms that are exempt from federal income tax under provisions of the Internal Revenue Code.

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 arts, entertainment, and recreation 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 three 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/revenue, expenses of tax-exempt establishments, 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/revenue, 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. Establishments may report negative revenue for selected product lines. Because of this, percentages for product lines may be in excess of 100 or less than 0.
- **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.

ZIP Code Statistics. This report presents data for establishments of firms with payroll by United States ZIP Code.

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

GEOGRAPHIC AREAS COVERED

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

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000, but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

-
- c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
 5. Economic places.
 - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments 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). While there were revisions to some industries for 2002, none of those affect this sector.

Data for this sector for 2002 include totals for taxable and tax-exempt businesses together, not present in 1997 reports. For 1997, only data for taxable establishments were shown at county and place levels in the Geographic Area Series. For 2002, data for taxable and tax-exempt establishments, as well as the combined totals, are shown at these geographic levels.

For 2002, the revenue data for tax-exempt establishments include gains or losses from the sale of real estate, investments, or other assets. In 1997, these gains or losses were excluded from revenue. Also, the 2002 expenses data for tax-exempt establishments exclude program service grants, contributions and gifts paid, specific assistance to individuals, and benefits paid to or for members. In 1997, these types of expenses were included.

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
S	Withheld because estimates did not meet publication standards
X	Not applicable
Z	Less than half the unit shown
a	0 to 19 employees
b	20 to 99 employees
c	100 to 249 employees
e	250 to 499 employees
f	500 to 999 employees
g	1,000 to 2,499 employees
h	2,500 to 4,999 employees
i	5,000 to 9,999 employees
j	10,000 to 24,999 employees
k	25,000 to 49,999 employees
l	50,000 to 99,999 employees
m	100,000 employees or more
r	Revised
–	Represents zero (page image/print only)
(CC)	Consolidated city
(IC)	Independent city
CDP	Census designated place

Table 1. Product Lines by Kind of Business for the United States: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ALL ESTABLISHMENTS						
71		Arts, entertainment, and recreation	110 313	X	141 904 109	X	100.0	73.1
711		Performing arts, spectator sports, and related industries	37 735	X	58 285 681	X	100.0	70.7
	30400	Membership dues	1 932	2 104 752	175 447	8.3	.3	X
	30500	Admissions, excluding admission taxes	10 179	36 163 528	14 976 536	41.4	25.7	X
	30510	Contract fees from providing entertainment	12 496	13 806 642	8 556 209	62.0	14.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	4 423	5 256 106	3 892 979	74.1	6.7	X
	30530	Writing fees	6 352	2 280 298	1 737 739	76.2	3.0	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	5 734	8 665 690	2 685 670	31.0	4.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	3 537	15 654 774	1 206 654	7.7	2.1	X
	30560	Amusement machines operated by this establishment	233	630 262	47 653	7.6	.1	X
	30570	Sales of programs	1 469	12 464 267	256 450	2.1	.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 275	11 242 685	558 713	5.0	1.0	X
	30590	Advertising, including endorsement fees	4 739	24 024 838	3 635 618	15.1	6.2	X
	30600	Sports teams share of admissions for games away from home	90	6 040 046	373 562	6.2	.6	X
	30610	Appearance fees	343	2 249 916	203 240	9.0	.3	X
	30620	Fees from providing instruction or training	1 180	1 149 879	338 266	29.4	.6	X
	30630	Racetrack's share of receipts from parimutuel betting	155	4 287 128	2 501 331	58.3	4.3	X
	30640	Gaming receipts	58	2 371 745	1 590 168	67.0	2.7	X
	30650	Purse (prize money)	1 619	1 997 606	749 061	37.5	1.3	X
	30660	Radio and television income	418	13 959 965	5 180 642	37.1	8.9	X
	39000	Merchandise sales	5 812	22 158 399	800 453	3.6	1.4	X
	39200	Sales of food and beverages	4 209	14 376 887	1 205 279	8.4	2.1	X
	39500	All other receipts	8 342	33 204 009	4 117 568	12.4	7.1	X
	39700	Contributions, gifts, and grants: Government	4 153	6 962 215	448 110	6.4	.8	X
	39710	Contributions, gifts, and grants: Private	5 271	7 952 076	2 494 138	31.4	4.3	X
	39720	Investment income, including interest and dividends	2 634	6 787 193	218 337	3.2	.4	X
	39730	Gains (losses) from assets sold	412	1 594 868	-93 860	-5.9	-2	X
	39900	All other revenue	2 450	4 171 083	429 718	10.3	.7	X
7111		Performing arts companies	9 303	X	10 863 631	X	100.0	69.8
	30400	Membership dues	1 133	1 058 626	114 096	10.8	1.1	X
	30500	Admissions, excluding admission taxes	5 073	7 567 644	4 484 077	59.3	41.3	X
	30510	Contract fees from providing entertainment	5 108	5 721 311	2 832 745	49.5	26.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	195	265 471	36 245	13.7	.3	X
	30530	Writing fees	123	86 382	19 022	22.0	.2	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	1 062	2 581 151	303 992	11.8	2.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	1 222	2 580 173	105 860	4.1	1.0	X
	30560	Amusement machines operated by this establishment	46	92 182	3 813	4.1	Z	X
	30570	Sales of programs	282	668 316	22 840	3.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	148	687 709	7 376	1.1	.1	X
	30590	Advertising, including endorsement fees	1 730	1 969 727	63 518	3.2	.6	X
	39000	Merchandise sales	2 570	4 129 366	198 587	4.8	1.8	66.6
	39013	Sales of other merchandise, not specified by type	2 570	4 129 366	198 587	4.8	1.8	X
	39200	Sales of food and beverages	1 758	2 771 388	222 222	8.0	2.0	66.8
	39201	Sales of food and nonalcoholic beverages	1 645	2 486 427	130 197	5.2	1.2	X
	39202	Sales of alcoholic beverages	668	1 753 677	92 025	5.2	.8	X
	39500	All other receipts	2 625	4 649 431	338 914	7.3	3.1	66.9
	39507	All other operating receipts	2 625	4 649 431	338 914	7.3	3.1	X
	39700	Contributions, gifts, and grants: Government	2 961	4 013 559	224 984	5.6	2.1	68.1
	39701	National Endowment for the Arts	692	2 196 593	25 803	1.2	.2	X
	39702	All other federal, state, county, and municipal	2 931	3 905 603	199 181	5.1	1.8	X
	39710	Contributions, gifts, and grants: Private	3 785	4 471 461	1 645 791	36.8	15.2	65.8
	39711	Individuals	3 628	4 404 128	894 347	20.3	8.2	X
	39712	Foundations	2 912	4 214 332	357 448	8.5	3.3	X
	39713	Business and industry unions, etc.	2 673	3 976 479	265 884	6.7	2.4	X
	39714	Other, including labor unions, etc.	676	1 534 381	128 112	8.3	1.2	X
	39720	Investment income, including interest and dividends	1 644	3 467 747	151 949	4.4	1.4	X
	39730	Gains (losses) from assets sold	266	1 103 850	-67 187	-6.1	-6	X
	39900	All other revenue	1 670	1 758 957	154 787	8.8	1.4	68.5
	39907	All other revenue	1 670	1 758 957	154 787	8.8	1.4	X
71111		Theater companies and dinner theaters	3 583	X	5 417 407	X	100.0	71.9
	30400	Membership dues	489	680 262	45 139	6.6	.8	X
	30500	Admissions, excluding admission taxes	2 725	4 445 265	2 882 467	64.8	53.2	X
	30510	Contract fees from providing entertainment	1 185	1 835 575	859 200	46.8	15.9	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	67	172 143	23 923	13.9	.4	X
	30530	Writing fees	50	38 907	2 214	5.7	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	222	972 410	28 397	2.9	.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	916	1 785 318	70 531	4.0	1.3	X
	30560	Amusement machines operated by this establishment	13	6 853	445	6.5	Z	X
	30570	Sales of programs	148	443 469	13 846	3.1	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	103	488 296	5 361	1.1	.1	X
	30590	Advertising, including endorsement fees	933	1 170 481	26 813	2.3	.5	X
	39000	Merchandise sales	889	1 899 769	83 714	4.4	1.5	68.4
	39013	Sales of other merchandise, not specified by type	889	1 899 769	83 714	4.4	1.5	X
	39200	Sales of food and beverages	1 372	2 106 783	153 440	7.3	2.8	69.3
	39201	Sales of food and nonalcoholic beverages	1 286	1 871 166	96 316	5.1	1.8	X
	39202	Sales of alcoholic beverages	547	1 292 368	57 124	4.4	1.1	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Estab-lishments with the product line	All estab-lishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71111		Theater companies and dinner theaters—Con.						
	39500	All other receipts	1 288	2 479 243	192 067	7.7	3.5	69.2
	39507	All other operating receipts	1 288	2 479 243	192 067	7.7	3.5	X
	39700	Contributions, gifts, and grants: Government	1 472	2 124 855	121 508	5.7	2.2	70.5
	39701	National Endowment for the Arts	397	1 214 937	18 516	1.5	.3	X
	39702	All other federal, state, county, and municipal	1 455	2 086 569	102 992	4.9	1.9	X
	39710	Contributions, gifts, and grants: Private	1 914	2 427 722	789 393	32.5	14.6	69.4
	39711	Individuals	1 834	2 393 702	439 919	18.4	8.1	X
	39712	Foundations	1 433	2 280 237	177 146	7.8	3.3	X
	39713	Business and industry	1 311	2 134 015	126 995	6.0	2.3	X
	39714	Other, including labor unions, etc.	338	730 458	45 333	6.2	.8	X
	39720	Investment income, including interest and dividends	825	1 951 246	60 837	3.1	1.1	X
	39730	Gains (losses) from assets sold	134	799 204	-14 846	-1.9	-.3	X
	39900	All other revenue	774	869 717	72 958	8.4	1.3	71.1
	39907	All other revenue	774	869 717	72 958	8.4	1.3	X
711110		Theater companies and dinner theaters	3 583	X	5 417 407	X	100.0	71.9
	30400	Membership dues	489	680 262	45 139	6.6	.8	X
	30500	Admissions, excluding admission taxes	2 725	4 445 265	2 882 467	64.8	53.2	X
	30510	Contract fees from providing entertainment	1 185	1 835 575	859 200	46.8	15.9	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	67	172 143	23 923	13.9	.4	X
	30530	Writing fees	50	38 907	2 214	5.7	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	222	972 410	28 397	2.9	.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	916	1 785 318	70 531	4.0	1.3	X
	30560	Amusement machines operated by this establishment	13	6 853	445	6.5	Z	X
	30570	Sales of programs	148	443 469	13 846	3.1	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	103	488 296	5 361	1.1	.1	X
	30590	Advertising, including endorsement fees	933	1 170 481	26 813	2.3	.5	X
	39000	Merchandise sales	889	1 899 769	83 714	4.4	1.5	68.4
	39013	Sales of other merchandise, not specified by type	889	1 899 769	83 714	4.4	1.5	X
	39200	Sales of food and beverages	1 372	2 106 783	153 440	7.3	2.8	69.3
	39201	Sales of food and nonalcoholic beverages	1 286	1 871 166	96 316	5.1	1.8	X
	39202	Sales of alcoholic beverages	547	1 292 368	57 124	4.4	1.1	X
	39500	All other receipts	1 288	2 479 243	192 067	7.7	3.5	69.2
	39507	All other operating receipts	1 288	2 479 243	192 067	7.7	3.5	X
	39700	Contributions, gifts, and grants: Government	1 472	2 124 855	121 508	5.7	2.2	70.5
	39701	National Endowment for the Arts	397	1 214 937	18 516	1.5	.3	X
	39702	All other federal, state, county, and municipal	1 455	2 086 569	102 992	4.9	1.9	X
	39710	Contributions, gifts, and grants: Private	1 914	2 427 722	789 393	32.5	14.6	69.4
	39711	Individuals	1 834	2 393 702	439 919	18.4	8.1	X
	39712	Foundations	1 433	2 280 237	177 146	7.8	3.3	X
	39713	Business and industry	1 311	2 134 015	126 995	6.0	2.3	X
	39714	Other, including labor unions, etc.	338	730 458	45 333	6.2	.8	X
	39720	Investment income, including interest and dividends	825	1 951 246	60 837	3.1	1.1	X
	39730	Gains (losses) from assets sold	134	799 204	-14 846	-1.9	-.3	X
	39900	All other revenue	774	869 717	72 958	8.4	1.3	71.1
	39907	All other revenue	774	869 717	72 958	8.4	1.3	X
7111101		Opera companies	178	X	722 639	X	100.0	90.7
	30400	Membership dues	28	298 234	1 168	.4	.2	X
	30500	Admissions, excluding admission taxes	158	715 170	290 840	40.7	40.2	X
	30510	Contract fees from providing entertainment	65	409 283	8 862	2.2	1.2	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	7	252 679	9 773	3.9	1.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	44	434 609	7 161	1.6	1.0	X
	30570	Sales of programs	7	246 338	318	1.1	Z	X
	30590	Advertising, including endorsement fees	64	196 761	6 410	2.3	.6	X
	39000	Merchandise sales	53	236 189	2 701	1.1	.4	90.7
	39013	Sales of other merchandise, not specified by type	53	236 189	2 701	1.1	.4	X
	39200	Sales of food and beverages	35	327 110	7 300	2.2	1.0	88.6
	39201	Sales of food and nonalcoholic beverages	35	327 110	6 058	1.9	.8	X
	39202	Sales of alcoholic beverages	17	94 819	1 242	1.3	.2	X
	39500	All other receipts	78	506 968	21 019	4.1	2.9	90.6
	39507	All other operating receipts	78	506 968	21 019	4.1	2.9	X
	39700	Contributions, gifts, and grants: Government	140	696 585	29 323	4.2	4.1	90.0
	39701	National Endowment for the Arts	53	473 308	12 215	2.6	1.7	X
	39702	All other federal, state, county, and municipal	137	664 453	17 108	2.6	2.4	X
	39710	Contributions, gifts, and grants: Private	156	702 897	293 843	41.8	40.7	89.5
	39711	Individuals	153	698 908	203 823	29.2	28.2	X
	39712	Foundations	148	690 256	49 602	7.2	6.9	X
	39713	Business and industry	141	613 655	26 955	4.4	3.7	X
	39714	Other, including labor unions, etc.	49	274 493	13 463	4.9	1.9	X
	39720	Investment income, including interest and dividends	94	621 013	27 278	4.4	3.8	X
	39730	Gains (losses) from assets sold	29	367 438	-4 768	-1.3	-.7	X
	39900	All other revenue	85	238 554	22 896	9.6	3.2	90.7
	39907	All other revenue	85	238 554	22 896	9.6	3.2	X
7111102		Theater companies	3 222	X	4 226 895	X	100.0	68.2
	30400	Membership dues	459	379 764	43 800	11.5	1.0	X
	30500	Admissions, excluding admission taxes	2 384	3 262 222	2 269 082	69.6	53.7	X
	30510	Contract fees from providing entertainment	1 110	1 410 891	849 208	60.2	20.1	X

See footnotes at end of table.

2 Product Lines

Arts, Entertainment, & Recreation—Subject Series

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ALL ESTABLISHMENTS—Con.						
71		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71111		Theater companies and dinner theaters—Con.						
711110		Theater companies and dinner theaters—Con.						
7111102		Theater companies—Con.						
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	61	160 280	23 470	14.6	.6	X
	30530	Writing fees	50	38 907	2 214	5.7	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	215	719 731	18 624	2.6	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	831	1 243 598	60 635	4.9	1.4	X
	30560	Amusement machines operated by this establishment	13	6 853	445	6.5	Z	X
	30570	Sales of programs	139	161 622	13 315	8.2	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	95	449 626	4 814	1.1	.1	X
	30590	Advertising, including endorsement fees	841	907 491	20 098	2.2	.5	X
	39000	Merchandise sales	746	1 307 429	47 016	3.6	1.1	65.5
	39013	Sales of other merchandise, not specified by type	746	1 307 429	47 016	3.6	1.1	X
	39200	Sales of food and beverages	1 197	1 372 102	56 165	4.1	1.3	65.3
	39201	Sales of food and nonalcoholic beverages	1 135	1 263 995	34 087	2.7	.8	X
	39202	Sales of alcoholic beverages	412	879 271	22 078	2.5	.5	X
	39500	All other receipts	1 149	1 737 917	156 731	9.0	3.7	66.1
	39507	All other operating receipts	1 149	1 737 917	156 731	9.0	3.7	X
	39700	Contributions, gifts, and grants: Government	1 332	1 428 270	92 185	6.5	2.2	66.3
	39701	National Endowment for the Arts	344	741 629	6 301	.9	.1	X
	39702	All other federal, state, county, and municipal	1 318	1 422 116	85 884	6.0	2.0	X
	39710	Contributions, gifts, and grants: Private	1 758	1 724 825	495 550	28.7	11.7	65.1
	39711	Individuals	1 681	1 694 794	236 096	13.9	5.6	X
	39712	Foundations	1 285	1 589 981	127 544	8.0	3.0	X
	39713	Business and industry	1 170	1 520 360	100 040	6.6	2.4	X
	39714	Other, including labor unions, etc.	289	455 965	31 870	7.0	.8	X
	39720	Investment income, including interest and dividends	731	1 330 233	33 559	2.5	.8	X
	39730	Gains (losses) from assets sold	105	431 766	-10 078	-2.3	-.2	X
	39900	All other revenue	689	631 163	50 062	7.9	1.2	67.0
	39907	All other revenue	689	631 163	50 062	7.9	1.2	X
7111103		Dinner theaters	183	X	467 873	X	100.0	76.8
	30500	Admissions, excluding admission taxes	183	467 873	322 545	68.9	68.9	X
	30510	Contract fees from providing entertainment	10	15 401	1 130	7.3	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	41	107 111	2 735	2.6	.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	8	38 670	547	1.4	.1	X
	30590	Advertising, including endorsement fees	28	66 229	2 105	3.2	.5	X
	39000	Merchandise sales	90	356 151	33 997	9.5	7.3	67.7
	39013	Sales of other merchandise, not specified by type	90	356 151	33 997	9.5	7.3	X
	39200	Sales of food and beverages	140	407 571	89 975	22.1	19.2	74.2
	39201	Sales of food and nonalcoholic beverages	116	280 061	56 171	20.1	12.0	X
	39202	Sales of alcoholic beverages	118	318 278	33 804	10.6	7.2	X
	39500	All other receipts	61	234 358	14 317	6.1	3.1	63.1
	39507	All other operating receipts	61	234 358	14 317	6.1	3.1	X
71112		Dance companies	557	X	499 510	X	100.0	65.8
	30400	Membership dues	68	40 236	5 221	13.0	1.0	X
	30500	Admissions, excluding admission taxes	440	448 517	184 597	41.2	37.0	X
	30510	Contract fees from providing entertainment	300	298 722	65 125	21.8	13.0	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	15	9 968	1 005	10.1	.2	X
	30530	Writing fees	6	8 033	5 985	74.5	1.2	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	34	94 172	747	.8	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	94	217 634	3 569	1.6	.7	X
	30570	Sales of programs	32	20 884	1 764	8.4	.4	X
	30590	Advertising, including endorsement fees	126	91 666	2 418	2.6	.5	X
	39000	Merchandise sales	229	342 532	5 472	1.6	1.1	65.1
	39013	Sales of other merchandise, not specified by type	229	342 532	5 472	1.6	1.1	X
	39200	Sales of food and beverages	48	18 890	2 612	13.8	.5	63.7
	39201	Sales of food and nonalcoholic beverages	42	16 686	1 041	6.2	.2	X
	39202	Sales of alcoholic beverages	6	2 204	1 571	71.3	.3	X
	39500	All other receipts	249	325 543	33 324	10.2	6.7	65.6
	39507	All other operating receipts	249	325 543	33 324	10.2	6.7	X
	39700	Contributions, gifts, and grants: Government	353	367 758	21 738	5.9	4.4	63.0
	39701	National Endowment for the Arts	105	181 870	2 459	1.4	.5	X
	39702	All other federal, state, county, and municipal	348	364 951	19 279	5.3	3.9	X
	39710	Contributions, gifts, and grants: Private	406	402 348	154 582	38.4	30.9	62.7
	39711	Individuals	381	397 075	77 432	19.5	15.5	X
	39712	Foundations	360	393 452	41 844	10.6	8.4	X
	39713	Business and industry	302	357 321	22 465	6.3	4.5	X
	39714	Other, including labor unions, etc.	96	146 194	12 841	8.8	2.6	X
	39720	Investment income, including interest and dividends	129	223 931	3 505	1.6	-.7	X
	39730	Gains (losses) from assets sold	13	31 372	-4 377	-14.0	-.9	X
	39900	All other revenue	187	187 308	12 201	6.5	2.4	65.2
	39907	All other revenue	187	187 308	12 201	6.5	2.4	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71112		Dance companies—Con.						
711120		Dance companies.....	557	X	499 510	X	100.0	65.8
	30400	Membership dues.....	68	40 236	5 221	13.0	1.0	X
	30500	Admissions, excluding admission taxes.....	440	448 517	184 597	41.2	37.0	X
	30510	Contract fees from providing entertainment.....	300	298 722	65 125	21.8	13.0	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	15	9 968	1 005	10.1	.2	X
	30530	Writing fees.....	6	8 033	5 985	74.5	1.2	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works.....	34	94 172	747	.8	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	94	217 634	3 569	1.6	.7	X
	30570	Sales of programs.....	32	20 884	1 764	8.4	.4	X
	30590	Advertising, including endorsement fees.....	126	91 666	2 418	2.6	.5	X
	39000	Merchandise sales.....	229	342 532	5 472	1.6	1.1	65.1
	39013	Sales of other merchandise, not specified by type.....	229	342 532	5 472	1.6	1.1	X
	39200	Sales of food and beverages.....	48	18 890	2 612	13.8	.5	63.7
	39201	Sales of food and nonalcoholic beverages.....	42	16 686	1 041	6.2	.2	X
	39202	Sales of alcoholic beverages.....	6	2 204	1 571	71.3	.3	X
	39500	All other receipts.....	249	325 543	33 324	10.2	6.7	65.6
	39507	All other operating receipts.....	249	325 543	33 324	10.2	6.7	X
	39700	Contributions, gifts, and grants: Government.....	353	367 758	21 738	5.9	4.4	63.0
	39701	National Endowment for the Arts.....	105	181 870	2 459	1.4	.5	X
	39702	All other federal, state, county, and municipal.....	348	364 951	19 279	5.3	3.9	X
	39710	Contributions, gifts, and grants: Private.....	406	402 348	154 582	38.4	30.9	62.7
	39711	Individuals.....	381	397 075	77 432	19.5	15.5	X
	39712	Foundations.....	360	393 452	41 844	10.6	8.4	X
	39713	Business and industry.....	302	357 321	22 465	6.3	4.5	X
	39714	Other, including labor unions, etc.....	96	146 194	12 841	8.8	2.6	X
	39720	Investment income, including interest and dividends.....	129	223 931	3 505	1.6	.7	X
	39730	Gains (losses) from assets sold.....	13	31 372	-4 377	-14.0	-9.9	X
	39900	All other revenue.....	187	187 308	12 201	6.5	2.4	65.2
	39907	All other revenue.....	187	187 308	12 201	6.5	2.4	X
71113		Musical groups and artists.....	4 594	X	4 070 627	X	100.0	67.8
	30400	Membership dues.....	528	290 106	42 188	14.5	1.0	X
	30500	Admissions, excluding admission taxes.....	1 671	2 038 532	888 652	43.6	21.8	X
	30510	Contract fees from providing entertainment.....	3 298	3 325 750	1 693 420	50.9	41.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	100	78 415	10 851	13.8	.3	X
	30530	Writing fees.....	67	39 442	10 823	27.4	.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works.....	757	1 435 108	273 186	19.0	6.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	154	508 625	21 066	4.1	.5	X
	30560	Amusement machines operated by this establishment.....	7	5 636	794	14.1	Z	X
	30570	Sales of programs.....	78	136 979	5 863	4.3	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment.....	37	189 747	1 686	.9	Z	X
	30590	Advertising, including endorsement fees.....	635	632 355	32 976	5.2	.8	X
	39000	Merchandise sales.....	1 338	1 619 859	85 295	5.3	2.1	67.1
	39013	Sales of other merchandise, not specified by type.....	1 338	1 619 859	85 295	5.3	2.1	X
	39200	Sales of food and beverages.....	231	429 013	23 828	5.6	6	62.1
	39201	Sales of food and nonalcoholic beverages.....	211	382 092	11 376	3.0	.3	X
	39202	Sales of alcoholic beverages.....	82	328 963	12 452	3.8	.3	X
	39500	All other receipts.....	1 007	1 662 373	102 474	6.2	2.5	66.4
	39507	All other operating receipts.....	1 007	1 662 373	102 474	6.2	2.5	X
	39700	Contributions, gifts, and grants: Government.....	1 087	1 489 513	79 606	5.3	2.0	66.1
	39701	National Endowment for the Arts.....	182	796 929	4 724	.6	.1	X
	39702	All other federal, state, county, and municipal.....	1 079	1 422 650	74 882	5.3	1.8	X
	39710	Contributions, gifts, and grants: Private.....	1 402	1 603 097	691 122	43.1	17.0	61.4
	39711	Individuals.....	1 351	1 575 234	373 057	23.7	9.2	X
	39712	Foundations.....	1 070	1 509 967	135 531	9.0	3.3	X
	39713	Business and industry.....	1 017	1 451 086	113 443	7.8	2.8	X
	39714	Other, including labor unions, etc.....	233	653 625	69 091	10.6	1.7	X
	39720	Investment income, including interest and dividends.....	668	1 264 049	87 482	6.9	2.1	X
	39730	Gains (losses) from assets sold.....	113	271 694	-47 969	-17.7	-1.2	X
	39900	All other revenue.....	690	690 237	67 284	9.7	1.7	66.0
	39907	All other revenue.....	690	690 237	67 284	9.7	1.7	X
711130		Musical groups and artists.....	4 594	X	4 070 627	X	100.0	67.8
	30400	Membership dues.....	528	290 106	42 188	14.5	1.0	X
	30500	Admissions, excluding admission taxes.....	1 671	2 038 532	888 652	43.6	21.8	X
	30510	Contract fees from providing entertainment.....	3 298	3 325 750	1 693 420	50.9	41.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	100	78 415	10 851	13.8	.3	X
	30530	Writing fees.....	67	39 442	10 823	27.4	.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works.....	757	1 435 108	273 186	19.0	6.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	154	508 625	21 066	4.1	.5	X
	30560	Amusement machines operated by this establishment.....	7	5 636	794	14.1	Z	X
	30570	Sales of programs.....	78	136 979	5 863	4.3	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment.....	37	189 747	1 686	.9	Z	X
	30590	Advertising, including endorsement fees.....	635	632 355	32 976	5.2	.8	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71113		Musical groups and artists—Con.						
711130		Musical groups and artists—Con.						
	39000	Merchandise sales	1 338	1 619 859	85 295	5.3	2.1	67.1
	39013	Sales of other merchandise, not specified by type	1 338	1 619 859	85 295	5.3	2.1	X
	39200	Sales of food and beverages	231	429 013	23 828	5.6	.6	62.1
	39201	Sales of food and nonalcoholic beverages	211	382 092	11 376	3.0	.3	X
	39202	Sales of alcoholic beverages	82	328 963	12 452	3.8	.3	X
	39500	All other receipts	1 007	1 662 373	102 474	6.2	2.5	66.4
	39507	All other operating receipts	1 007	1 662 373	102 474	6.2	2.5	X
	39700	Contributions, gifts, and grants: Government	1 087	1 489 513	79 606	5.3	2.0	66.1
	39701	National Endowment for the Arts	182	796 929	4 724	.6	.1	X
	39702	All other federal, state, county, and municipal	1 079	1 422 650	74 882	5.3	1.8	X
	39710	Contributions, gifts, and grants: Private	1 402	1 603 097	691 122	43.1	17.0	61.4
	39711	Individuals	1 351	1 575 234	373 057	23.7	9.2	X
	39712	Foundations	1 070	1 509 967	135 531	9.0	3.3	X
	39713	Business and industry	1 017	1 451 086	113 443	7.8	2.8	X
	39714	Other, including labor unions, etc.	233	653 625	69 091	10.6	1.7	X
	39720	Investment income, including interest and dividends	668	1 264 049	87 482	6.9	2.1	X
	39730	Gains (losses) from assets sold	113	271 694	-47 969	-17.7	-1.2	X
	39900	All other revenue	690	690 237	67 284	9.7	1.7	66.0
	39907	All other revenue	690	690 237	67 284	9.7	1.7	X
7111301		Symphony orchestras and chamber music organizations	841	X	1 452 917	X	100.0	78.6
	30400	Membership dues	118	64 514	5 587	8.7	.4	X
	30500	Admissions, excluding admission taxes	661	1 392 919	497 013	35.7	34.2	X
	30510	Contract fees from providing entertainment	437	1 274 019	105 940	8.3	7.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	11	28 459	215	.8	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	53	521 767	12 812	2.5	.9	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	48	353 975	8 124	2.3	.6	X
	30570	Sales of programs	34	97 698	2 153	2.2	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	8	166 765	436	.3	Z	X
	30590	Advertising, including endorsement fees	365	394 655	9 779	2.5	.7	X
	39000	Merchandise sales	224	672 949	9 231	1.4	.6	78.5
	39013	Sales of other merchandise, not specified by type	224	672 949	9 231	1.4	.6	X
	39200	Sales of food and beverages	93	315 214	5 735	1.8	.4	71.5
	39201	Sales of food and nonalcoholic beverages	82	274 823	3 805	1.4	.3	X
	39202	Sales of alcoholic beverages	37	271 212	1 930	.7	.1	X
	39500	All other receipts	313	961 443	44 143	4.6	3.0	77.0
	39507	All other operating receipts	313	961 443	44 143	4.6	3.0	X
	39700	Contributions, gifts, and grants: Government	622	1 330 730	66 178	5.0	4.6	77.9
	39701	National Endowment for the Arts	119	749 175	3 619	.5	.2	X
	39702	All other federal, state, county, and municipal	618	1 265 512	62 559	4.9	4.3	X
	39710	Contributions, gifts, and grants: Private	738	1 388 522	596 745	43.0	41.1	70.8
	39711	Individuals	722	1 385 909	337 934	24.4	23.3	X
	39712	Foundations	630	1 347 804	113 311	8.4	7.8	X
	39713	Business and industry	622	1 303 412	102 348	7.9	7.0	X
	39714	Other, including labor unions, etc.	174	602 055	43 152	7.2	3.0	X
	39720	Investment income, including interest and dividends	450	1 125 904	84 287	7.5	5.8	X
	39730	Gains (losses) from assets sold	74	247 439	-47 788	-19.3	-3.3	X
	39900	All other revenue	383	590 585	51 535	8.7	3.5	76.5
	39907	All other revenue	383	590 585	51 535	8.7	3.5	X
7111309		Other music groups and artists	3 753	X	2 617 710	X	100.0	61.8
	30400	Membership dues	410	225 592	36 601	16.2	1.4	X
	30500	Admissions, excluding admission taxes	1 010	645 613	391 639	60.7	15.0	X
	30510	Contract fees from providing entertainment	2 861	2 051 731	1 587 480	77.4	60.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	89	49 956	10 636	21.3	.4	X
	30530	Writing fees	67	39 442	10 823	27.4	.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	704	913 341	260 374	28.5	9.9	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	106	154 650	12 942	8.4	.5	X
	30570	Sales of programs	44	39 281	3 710	9.4	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	29	22 982	1 250	5.4	Z	X
	30590	Advertising, including endorsement fees	270	237 700	23 197	9.8	.9	X
	39000	Merchandise sales	1 114	946 910	76 064	8.0	2.9	60.6
	39013	Sales of other merchandise, not specified by type	1 114	946 910	76 064	8.0	2.9	X
	39200	Sales of food and beverages	138	113 799	18 093	15.9	.7	58.0
	39201	Sales of food and nonalcoholic beverages	129	107 269	7 571	7.1	.3	X
	39202	Sales of alcoholic beverages	45	57 751	10 522	18.2	.4	X
	39500	All other receipts	694	700 930	58 331	8.3	2.2	60.6
	39507	All other operating receipts	694	700 930	58 331	8.3	2.2	X
	39700	Contributions, gifts, and grants: Government	465	158 783	13 428	8.5	.5	49.3
	39701	National Endowment for the Arts	63	47 754	1 105	2.3	Z	X
	39702	All other federal, state, county, and municipal	461	157 138	12 323	7.8	.5	X
	39710	Contributions, gifts, and grants: Private	664	214 575	94 377	44.0	3.6	58.4
	39711	Individuals	629	189 325	35 123	18.6	1.3	X
	39712	Foundations	440	162 163	22 220	13.7	.8	X
	39713	Business and industry	395	147 674	11 095	7.5	.4	X
	39714	Other, including labor unions, etc.	59	51 570	25 939	50.3	1.0	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71113		Musical groups and artists—Con.						
711130		Musical groups and artists—Con.						
7111309		Other music groups and artists—Con.						
	39720	Investment income, including interest and dividends	218	138 145	3 195	2.3	.1	X
	39730	Gains (losses) from assets sold	39	24 255	-181	-7	Z	X
	39900	All other revenue	307	99 652	15 749	15.8	.6	60.0
	39907	All other revenue	307	99 652	15 749	15.8	.6	X
71119		Other performing arts companies	569	X	876 087	X	100.0	68.0
	30400	Membership dues	48	48 022	21 548	44.9	2.5	X
	30500	Admissions, excluding admission taxes	237	635 330	528 361	83.2	60.3	X
	30510	Contract fees from providing entertainment	325	261 264	215 000	82.3	24.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	13	4 945	466	9.4	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	49	79 461	1 662	2.1	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	58	68 596	10 694	15.6	1.2	X
	30560	Amusement machines operated by this establishment	23	78 479	2 555	3.3	.3	X
	30570	Sales of programs	24	66 984	1 367	2.0	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	6	8 818	326	3.7	Z	X
	30590	Advertising, including endorsement fees	36	75 225	1 311	1.7	.2	X
	39000	Merchandise sales	114	267 206	24 106	9.0	2.8	47.7
	39013	Sales of other merchandise, not specified by type	114	267 206	24 106	9.0	2.8	X
	39200	Sales of food and beverages	107	216 702	42 342	19.5	4.8	67.6
	39201	Sales of food and nonalcoholic beverages	106	216 483	21 464	9.9	2.5	X
	39202	Sales of alcoholic beverages	33	130 142	20 878	16.0	2.4	X
	39500	All other receipts	81	182 272	11 049	6.1	1.3	41.7
	39507	All other operating receipts	81	182 272	11 049	6.1	1.3	X
	39700	Contributions, gifts, and grants: Government	49	31 433	2 132	6.8	.2	63.2
	39701	National Endowment for the Arts	8	2 857	104	3.6	Z	X
	39702	All other federal, state, county, and municipal	49	31 433	2 028	6.5	.2	X
	39710	Contributions, gifts, and grants: Private	63	38 294	10 694	27.9	1.2	62.4
	39711	Individuals	62	38 117	3 939	10.3	.5	X
	39712	Foundations	49	30 676	2 927	9.5	.3	X
	39713	Business and industry	43	34 057	2 981	8.8	.3	X
	39714	Other, including labor unions, etc.	9	4 104	847	20.6	.1	X
	39720	Investment income, including interest and dividends	22	28 521	125	.4	Z	X
	39730	Gains (losses) from assets sold	6	1 580	5	.3	Z	X
	39900	All other revenue	19	11 695	2 344	20.0	.3	55.5
	39907	All other revenue	19	11 695	2 344	20.0	.3	X
711190		Other performing arts companies	569	X	876 087	X	100.0	68.0
	30400	Membership dues	48	48 022	21 548	44.9	2.5	X
	30500	Admissions, excluding admission taxes	237	635 330	528 361	83.2	60.3	X
	30510	Contract fees from providing entertainment	325	261 264	215 000	82.3	24.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	13	4 945	466	9.4	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	49	79 461	1 662	2.1	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	58	68 596	10 694	15.6	1.2	X
	30560	Amusement machines operated by this establishment	23	78 479	2 555	3.3	.3	X
	30570	Sales of programs	24	66 984	1 367	2.0	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	6	8 818	326	3.7	Z	X
	30590	Advertising, including endorsement fees	36	75 225	1 311	1.7	.2	X
	39000	Merchandise sales	114	267 206	24 106	9.0	2.8	47.7
	39013	Sales of other merchandise, not specified by type	114	267 206	24 106	9.0	2.8	X
	39200	Sales of food and beverages	107	216 702	42 342	19.5	4.8	67.6
	39201	Sales of food and nonalcoholic beverages	106	216 483	21 464	9.9	2.5	X
	39202	Sales of alcoholic beverages	33	130 142	20 878	16.0	2.4	X
	39500	All other receipts	81	182 272	11 049	6.1	1.3	41.7
	39507	All other operating receipts	81	182 272	11 049	6.1	1.3	X
	39700	Contributions, gifts, and grants: Government	49	31 433	2 132	6.8	.2	63.2
	39701	National Endowment for the Arts	8	2 857	104	3.6	Z	X
	39702	All other federal, state, county, and municipal	49	31 433	2 028	6.5	.2	X
	39710	Contributions, gifts, and grants: Private	63	38 294	10 694	27.9	1.2	62.4
	39711	Individuals	62	38 117	3 939	10.3	.5	X
	39712	Foundations	49	30 676	2 927	9.5	.3	X
	39713	Business and industry	43	34 057	2 981	8.8	.3	X
	39714	Other, including labor unions, etc.	9	4 104	847	20.6	.1	X
	39720	Investment income, including interest and dividends	22	28 521	125	.4	Z	X
	39730	Gains (losses) from assets sold	6	1 580	5	.3	Z	X
	39900	All other revenue	19	11 695	2 344	20.0	.3	55.5
	39907	All other revenue	19	11 695	2 344	20.0	.3	X
7111901		Circuses	58	X	386 772	X	100.0	80.3
	30400	Membership dues	6	5 287	3 208	60.7	.8	X
	30500	Admissions, excluding admission taxes	44	335 841	308 659	91.9	79.8	X
	30510	Contract fees from providing entertainment	23	81 493	48 631	59.7	12.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	10	20 852	2 184	10.5	.6	X
	30570	Sales of programs	7	24 673	116	.5	Z	X
	30590	Advertising, including endorsement fees	11	15 200	471	3.1	.1	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71119		Other performing arts companies—Con.						
711190		Other performing arts companies—Con.						
7111901		Circuses—Con.						
	39000	Merchandise sales	12	67 527	9 987	14.8	2.6	80.3
	39013	Sales of other merchandise, not specified by type	12	67 527	9 987	14.8	2.6	X
	39200	Sales of food and beverages	24	54 946	8 250	15.0	2.1	80.3
	39201	Sales of food and nonalcoholic beverages	24	54 946	8 248	15.0	2.1	X
	39500	All other receipts	10	14 427	705	4.9	.2	80.3
	39507	All other operating receipts	10	14 427	705	4.9	.2	X
	39710	Contributions, gifts, and grants: Private	9	19 390	3 334	17.2	.9	80.3
	39711	Individuals	9	19 390	1 400	7.2	.4	X
	39712	Foundations	6	19 097	1 343	7.0	.3	X
	39713	Business and industry	6	19 097	591	3.1	.2	X
7111909		Other performing arts companies (except circuses)	511	X	489 315	X	100.0	58.3
	30400	Membership dues	42	42 735	18 340	42.9	3.7	X
	30500	Admissions, excluding admission taxes	193	299 489	219 702	73.4	44.9	X
	30510	Contract fees from providing entertainment	302	179 771	166 369	92.5	34.0	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..						
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	11	4 194	392	9.3	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	48	79 301	1 659	2.1	.3	X
	30560	Amusement machines operated by this establishment	18	72 882	2 096	2.9	.4	X
	30570	Sales of programs	17	42 311	1 251	3.0	.3	X
	30590	Advertising, including endorsement fees	25	60 025	840	1.4	.2	X
	39000	Merchandise sales	102	199 679	14 119	7.1	2.9	37.3
	39013	Sales of other merchandise, not specified by type	102	199 679	14 119	7.1	2.9	X
	39200	Sales of food and beverages	83	161 756	34 092	21.1	7.0	57.9
	39201	Sales of food and nonalcoholic beverages	82	161 537	13 216	8.2	2.7	X
	39202	Sales of alcoholic beverages	31	129 315	20 876	16.1	4.3	X
	39500	All other receipts	71	167 845	10 344	6.2	2.1	33.6
	39507	All other operating receipts	71	167 845	10 344	6.2	2.1	X
	39700	Contributions, gifts, and grants: Government	45	12 593	1 678	13.3	.3	45.2
	39701	National Endowment for the Arts	8	2 857	104	3.6	.3	X
	39702	All other federal, state, county, and municipal	45	12 593	1 574	12.5	.3	X
	39710	Contributions, gifts, and grants: Private	54	18 904	7 360	38.9	1.5	46.3
	39711	Individuals	53	18 727	2 539	13.6	.5	X
	39712	Foundations	43	11 579	1 584	13.7	.3	X
	39713	Business and industry	37	14 960	2 390	16.0	.5	X
	39714	Other, including labor unions, etc.	9	4 104	847	20.6	.2	X
	39720	Investment income, including interest and dividends	20	10 508	34	.3	Z	X
	39730	Gains (losses) from assets sold	6	1 580	5	.3	Z	X
	39900	All other revenue	16	10 612	2 257	21.3	.5	46.5
	39907	All other revenue	16	10 612	2 257	21.3	.5	X
7112		Spectator sports	4 072	X	22 313 416	X	100.0	79.8
	30500	Admissions, excluding admission taxes	1 397	18 182 602	5 813 951	32.0	26.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	127	508 271	119 071	23.4	.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	513	7 224 914	251 054	3.5	1.1	X
	30560	Amusement machines operated by this establishment	66	383 081	9 025	2.4	Z	X
	30570	Sales of programs	619	10 824 481	142 482	1.3	.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	316	8 157 053	349 314	4.3	1.6	X
	30590	Advertising, including endorsement fees	1 296	15 221 750	1 786 654	11.7	8.0	X
	30600	Sports teams share of admissions for games away from home	90	6 040 046	373 562	6.2	1.7	X
	30610	Appearance fees	343	2 249 916	203 240	9.0	.9	X
	30620	Fees from providing instruction or training	1 180	1 149 879	338 266	29.4	1.5	X
	30630	Racetrack's share of receipts from parimutuel betting	155	4 287 128	2 501 331	58.3	11.2	X
	30640	Gaming receipts	58	2 371 745	1 590 168	67.0	7.1	76.4
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	26	1 608 910	1 160 407	72.1	5.2	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	42	1 612 997	429 761	26.6	1.9	X
	30650	Purse (prize money)	1 619	1 997 606	749 061	37.5	3.4	X
	30660	Radio and television income	418	13 959 965	5 180 642	37.1	23.2	X
	39000	Merchandise sales	1 031	11 801 115	295 305	2.5	1.3	77.3
	39014	Sales of other merchandise, not specified by type	1 031	11 801 115	295 305	2.5	1.3	X
	39200	Sales of food and beverages	839	7 896 436	440 070	5.6	2.0	65.6
	39201	Sales of food and nonalcoholic beverages	830	7 806 290	341 344	4.4	1.5	X
	39202	Sales of alcoholic beverages	412	5 100 693	98 726	1.9	.4	X
	39500	All other receipts	1 615	18 936 245	2 170 220	11.5	9.7	78.2
	39508	All other operating receipts	1 615	18 936 245	2 170 220	11.5	9.7	X
71121		Spectator sports	4 072	X	22 313 416	X	100.0	79.8
	30500	Admissions, excluding admission taxes	1 397	18 182 602	5 813 951	32.0	26.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	127	508 271	119 071	23.4	.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	513	7 224 914	251 054	3.5	1.1	X
	30560	Amusement machines operated by this establishment	66	383 081	9 025	2.4	Z	X
	30570	Sales of programs	619	10 824 481	142 482	1.3	.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	316	8 157 053	349 314	4.3	1.6	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7112		Spectator sports—Con.						
71121		Spectator sports—Con.						
	30590	Advertising, including endorsement fees	1 296	15 221 750	1 786 654	11.7	8.0	X
	30600	Sports teams share of admissions for games away from home	90	6 040 046	373 562	6.2	1.7	X
	30610	Appearance fees	343	2 249 916	203 240	9.0	.9	X
	30620	Fees from providing instruction or training	1 180	1 149 879	338 266	29.4	1.5	X
	30630	Racetrack's share of receipts from parimutuel betting	155	4 287 128	2 501 331	58.3	11.2	X
	30640	Gaming receipts	58	2 371 745	1 590 168	67.0	7.1	76.4
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	26	1 608 910	1 160 407	72.1	5.2	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	42	1 612 997	429 761	26.6	1.9	X
	30650	Purse (prize money)	1 619	1 997 606	749 061	37.5	3.4	X
	30660	Radio and television income	418	13 959 965	5 180 642	37.1	23.2	X
	39000	Merchandise sales	1 031	11 801 115	295 305	2.5	1.3	77.3
	39014	Sales of other merchandise, not specified by type	1 031	11 801 115	295 305	2.5	1.3	X
	39200	Sales of food and beverages	839	7 896 436	440 070	5.6	2.0	65.6
	39201	Sales of food and nonalcoholic beverages	830	7 806 290	341 344	4.4	1.5	X
	39202	Sales of alcoholic beverages	412	5 100 693	98 726	1.9	.4	X
	39500	All other receipts	1 615	18 936 245	2 170 220	11.5	9.7	78.2
	39508	All other operating receipts	1 615	18 936 245	2 170 220	11.5	9.7	X
711211		Sports teams and clubs	674	X	13 025 050	X	100.0	78.5
	30500	Admissions, excluding admission taxes	662	12 894 335	4 623 110	35.9	35.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	10	12 778	333	2.6	Z	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	156	4 336 243	134 689	3.1	1.0	X
	30560	Amusement machines operated by this establishment	39	206 269	692	.3	Z	X
	30570	Sales of programs	320	6 144 783	29 004	.5	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	197	6 739 760	324 452	4.8	2.5	X
	30590	Advertising, including endorsement fees	556	11 743 947	1 157 775	9.9	8.9	X
	30600	Sports teams share of admissions for games away from home	90	6 040 046	373 562	6.2	2.9	X
	30610	Appearance fees	38	1 238 558	2 211	.2	Z	X
	30620	Fees from providing instruction or training	96	665 715	12 688	1.9	.1	X
	30640	Gaming receipts	9	173 022	2 845	1.6	Z	78.4
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	7	172 735	2 777	1.6	Z	X
	30660	Radio and television income	288	12 029 742	4 852 911	40.3	37.3	X
	39000	Merchandise sales	523	8 327 676	202 900	2.4	1.6	76.6
	39014	Sales of other merchandise, not specified by type	523	8 327 676	202 900	2.4	1.6	X
	39200	Sales of food and beverages	290	3 445 723	171 502	5.0	1.3	60.3
	39201	Sales of food and nonalcoholic beverages	285	3 427 487	145 690	4.3	1.1	X
	39202	Sales of alcoholic beverages	141	1 749 611	25 812	1.5	.2	X
	39500	All other receipts	472	11 838 509	1 131 347	9.6	8.7	77.3
	39508	All other operating receipts	472	11 838 509	1 131 347	9.6	8.7	X
7112111		Football clubs	67	X	4 573 049	X	100.0	89.0
	30500	Admissions, excluding admission taxes	67	4 573 049	1 041 107	22.8	22.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	13	1 190 851	27 073	2.3	.6	X
	30570	Sales of programs	28	2 632 530	8 169	.3	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	24	2 083 928	42 751	2.1	.9	X
	30590	Advertising, including endorsement fees	51	3 601 327	169 618	4.7	3.7	X
	30600	Sports teams share of admissions for games away from home	43	4 214 867	319 020	7.6	7.0	X
	30610	Appearance fees	7	607 127	516	.1	Z	X
	30660	Radio and television income	49	4 559 956	2 611 658	57.3	57.1	X
	39000	Merchandise sales	44	2 532 929	45 862	1.8	1.0	89.0
	39014	Sales of other merchandise, not specified by type	44	2 532 929	45 862	1.8	1.0	X
	39200	Sales of food and beverages	12	877 232	18 351	2.1	.4	58.7
	39201	Sales of food and nonalcoholic beverages	12	877 232	14 271	1.6	.3	X
	39500	All other receipts	54	4 266 140	288 916	6.8	6.3	89.0
	39508	All other operating receipts	54	4 266 140	288 916	6.8	6.3	X
7112112		Baseball clubs	242	X	3 751 351	X	100.0	82.1
	30500	Admissions, excluding admission taxes	240	3 751 194	1 488 550	39.7	39.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	94	2 115 250	70 933	3.4	1.9	X
	30560	Amusement machines operated by this establishment	25	75 280	8 570	.8	Z	X
	30570	Sales of programs	159	1 933 832	6 817	.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	92	2 736 390	216 901	7.9	5.8	X
	30590	Advertising, including endorsement fees	222	3 639 992	425 998	11.7	11.4	X
	30600	Sports teams share of admissions for games away from home	20	1 097 650	13 232	1.2	.4	X
	30610	Appearance fees	14	366 623	1 549	.4	Z	X
	30620	Fees from providing instruction or training	28	193 332	966	.5	Z	X
	30640	Gaming receipts	6	17 050	587	3.4	Z	X
	30660	Radio and television income	111	3 366 441	865 701	25.7	23.1	X
	39000	Merchandise sales	200	2 507 191	102 157	4.1	2.7	81.5
	39014	Sales of other merchandise, not specified by type	200	2 507 191	102 157	4.1	2.7	X
	39200	Sales of food and beverages	139	829 369	107 206	12.9	2.9	64.3
	39201	Sales of food and nonalcoholic beverages	136	811 570	89 665	11.0	2.4	X
	39202	Sales of alcoholic beverages	99	767 350	17 541	2.3	.5	X
	39500	All other receipts	176	3 336 067	450 163	13.5	12.0	81.7
	39508	All other operating receipts	176	3 336 067	450 163	13.5	12.0	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)	
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—			
						Establishments with the product line	All establishments ¹		
71		ALL ESTABLISHMENTS—Con.							
711		Arts, entertainment, and recreation—Con.							
7112		Performing arts, spectator sports, and related industries—Con.							
71121		Spectator sports—Con.							
711211		Spectator sports—Con.							
7112111		Sports teams and clubs—Con.							
7112119		Other professional sports teams and clubs	365	X	4 700 650	X	100.0	65.5	
	30500	Admissions, excluding admission taxes	355		4 570 092	2 093 453	45.8	44.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	8		4 244	312	7.4		Z
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	49		1 030 142	36 683	3.6	.8	X
	30560	Amusement machines operated by this establishment	14		130 989	122	.1		Z
	30570	Sales of programs	133		1 578 421	14 018	.9	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	81		1 919 442	64 800	3.4	1.4	X
	30590	Advertising, including endorsement fees	283		4 502 628	562 159	12.5	12.0	X
	30600	Sports teams share of admissions for games away from home	27		727 529	41 310	5.7	.9	X
	30610	Appearance fees	17		264 808	146	.1		Z
	30620	Fees from providing instruction or training	66		471 420	11 716	2.5	.2	X
	30660	Radio and television income	128		4 103 345	1 375 552	33.5	29.3	X
	39000	Merchandise sales	279		3 287 556	54 881	1.7	1.2	61.2
	39014	Sales of other merchandise, not specified by type	279		3 287 556	54 881	1.7	1.2	X
	39200	Sales of food and beverages	139		1 739 122	45 945	2.6	1.0	55.6
	39201	Sales of food and nonalcoholic beverages	137		1 738 685	41 754	2.4	.9	X
	39202	Sales of alcoholic beverages	38		542 130	4 191	.8	.1	X
	39500	All other receipts	242		4 236 302	392 268	9.3	8.3	62.5
	39508	All other operating receipts	242		4 236 302	392 268	9.3	8.3	X
711212		Racetracks	646	X	6 702 456		X	100.0	84.9
	30500	Admissions, excluding admission taxes	594		5 256 675	1 169 600	22.3	17.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	18		330 493	12 606	3.8	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	284		2 833 964	102 436	3.6	1.5	X
	30560	Amusement machines operated by this establishment	14		174 807	6 374	3.6	.1	X
	30570	Sales of programs	270		4 637 625	111 315	2.4	1.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	99		1 388 002	24 144	1.7	.4	X
	30590	Advertising, including endorsement fees	308		2 638 382	111 367	4.2	1.7	X
	30610	Appearance fees	35		486 939	4 273	.9	.1	X
	30620	Fees from providing instruction or training	17		26 319	1 983	7.5		Z
	30630	Racetrack's share of receipts from parimutuel betting	155		4 287 128	2 501 331	58.3	37.3	X
	30640	Gaming receipts	49		2 198 723	1 587 323	72.2	23.7	81.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	19		1 436 175	1 157 630	80.6	17.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others .	40		1 612 710	429 693	26.6	6.4	X
	30660	Radio and television income	65		1 792 010	306 399	17.1	4.6	X
	39000	Merchandise sales	312		3 129 108	61 636	2.0	.9	81.0
	39014	Sales of other merchandise, not specified by type	312		3 129 108	61 636	2.0	.9	X
	39200	Sales of food and beverages	471		4 368 882	260 384	6.0	3.9	72.8
	39201	Sales of food and nonalcoholic beverages	467		4 296 972	189 353	4.4	2.8	X
	39202	Sales of alcoholic beverages	232		3 299 095	71 031	2.2	1.1	X
	39500	All other receipts	358		5 866 194	441 285	7.5	6.6	82.9
	39508	All other operating receipts	358		5 866 194	441 285	7.5	6.6	X
7112121		Dog racetrack operation	47	X	904 528		X	100.0	97.2
	30500	Admissions, excluding admission taxes	29		332 231	5 091	1.5	.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	12		224 962	1 711	.8	.2	X
	30570	Sales of programs	34		491 264	9 791	2.0	1.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	11		140 150	461	.3	.1	X
	30590	Advertising, including endorsement fees	6		71 982	272	.4		Z
	30630	Racetrack's share of receipts from parimutuel betting	46		878 589	439 306	50.0	48.6	X
	30640	Gaming receipts	12		508 893	370 661	72.8	41.0	97.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	8		390 906	263 256	67.3	29.1	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others .	8		223 791	107 405	48.0	11.9	X
	39000	Merchandise sales	20		356 608	2 567	.7	.3	97.2
	39014	Sales of other merchandise, not specified by type	20		356 608	2 567	.7	.3	X
	39200	Sales of food and beverages	34		628 891	49 340	7.8	5.5	94.5
	39201	Sales of food and nonalcoholic beverages	34		628 891	33 855	5.4	3.7	X
	39202	Sales of alcoholic beverages	32		500 071	15 485	3.1	1.7	X
	39500	All other receipts	37		759 055	20 327	2.7	2.2	97.2
	39508	All other operating receipts	37		759 055	20 327	2.7	2.2	X
7112122		Auto racetrack operation	478	X	1 992 894		X	100.0	69.3
	30500	Admissions, excluding admission taxes	466		1 940 956	1 046 106	53.9	52.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	14		45 988	678	1.5		Z
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	216		1 268 295	75 010	5.9	3.8	X
	30570	Sales of programs	131		1 166 090	53 190	4.6	2.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	55		394 696	19 325	4.9	1.0	X
	30590	Advertising, including endorsement fees	254		1 063 976	98 751	9.3	5.0	X
	30610	Appearance fees	34		479 619	4 179	.9	.2	X
	30620	Fees from providing instruction or training	14		23 025	1 783	7.7	.1	X
	30660	Radio and television income	57		1 391 156	288 808	20.8	14.5	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ALL ESTABLISHMENTS—Con.						
71		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7112		Spectator sports—Con.						
71121		Spectator sports—Con.						
711212		Racetracks—Con.						
7112122		Auto racetrack operation—Con.						
	39000	Merchandise sales	244	1 311 934	50 987	3.9	2.6	69.1
	39014	Sales of other merchandise, not specified by type	244	1 311 934	50 987	3.9	2.6	X
	39200	Sales of food and beverages	359	789 266	75 884	9.6	3.8	48.4
	39201	Sales of food and nonalcoholic beverages	359	789 266	61 935	7.8	3.1	X
	39202	Sales of alcoholic beverages	130	297 787	13 949	4.7	1.7	X
	39500	All other receipts	224	1 590 892	277 655	17.5	13.9	69.2
	39508	All other operating receipts	224	1 590 892	277 655	17.5	13.9	X
7112123		Horse racetrack operation	121	X	3 805 034	X	100.0	90.1
	30500	Admissions, excluding admission taxes	99	2 983 488	118 403	4.0	3.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	56	1 340 707	25 715	1.9	.7	X
	30560	Amusement machines operated by this establishment	8	128 763	835	.6	.2	X
	30570	Sales of programs	105	2 980 271	48 334	1.6	1.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	33	853 156	4 358	.5	.1	X
	30590	Advertising, including endorsement fees	48	1 502 424	12 344	.8	.3	X
	30630	Racetrack's share of receipts from parimutuel betting	109	3 408 539	2 062 025	60.5	54.2	X
	30640	Gaming receipts	37	1 689 830	1 216 662	72.0	32.0	84.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	11	1 045 269	894 374	85.6	23.5	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	32	1 388 919	322 288	23.2	8.5	X
	30660	Radio and television income	8	400 854	17 591	4.4	.5	X
	39000	Merchandise sales	48	1 460 566	8 082	.6	.2	82.7
	39014	Sales of other merchandise, not specified by type	48	1 460 566	8 082	.6	.2	X
	39200	Sales of food and beverages	78	2 950 725	135 160	4.6	3.6	77.7
	39201	Sales of food and nonalcoholic beverages	74	2 878 815	93 563	3.3	2.5	X
	39202	Sales of alcoholic beverages	70	2 501 237	41 597	1.7	1.1	X
	39500	All other receipts	97	3 516 247	143 303	4.1	3.8	86.8
	39508	All other operating receipts	97	3 516 247	143 303	4.1	3.8	X
711219		Other spectator sports	2 752	X	2 585 910	X	100.0	72.9
	30500	Admissions, excluding admission taxes	141	31 592	21 241	67.2	.8	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	99	165 000	106 132	64.3	4.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	73	54 707	13 929	25.5	.5	X
	30560	Amusement machines operated by this establishment	13	2 005	1 959	97.7	.1	X
	30570	Sales of programs	29	42 073	2 163	5.1	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	20	29 291	718	2.5	.2	X
	30590	Advertising, including endorsement fees	432	839 421	517 512	61.7	20.0	X
	30610	Appearance fees	270	524 419	196 756	37.5	7.6	X
	30620	Fees from providing instruction or training	1 067	457 845	323 595	70.7	12.5	X
	30650	Purse (prize money)	1 617	1 992 264	744 032	37.3	28.8	X
	30660	Radio and television income	65	138 213	21 332	15.4	.8	X
	39000	Merchandise sales	196	344 331	30 769	8.9	1.2	68.8
	39014	Sales of other merchandise, not specified by type	196	344 331	30 769	8.9	1.2	X
	39200	Sales of food and beverages	78	81 831	8 184	10.0	.3	58.9
	39201	Sales of food and nonalcoholic beverages	78	81 831	6 301	7.7	.2	X
	39202	Sales of alcoholic beverages	39	51 987	1 883	3.6	.1	X
	39500	All other receipts	785	1 231 542	597 588	48.5	23.1	69.6
	39508	All other operating receipts	785	1 231 542	597 588	48.5	23.1	X
7112191		Professional athletes	551	X	400 923	X	100.0	72.8
	30500	Admissions, excluding admission taxes	47	7 147	5 108	71.5	1.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	9	13 475	9 277	68.8	2.3	X
	30590	Advertising, including endorsement fees	107	199 089	109 220	54.9	27.2	X
	30610	Appearance fees	147	207 472	95 154	45.9	23.7	X
	30620	Fees from providing instruction or training	208	59 449	48 686	81.9	12.1	X
	30650	Purse (prize money)	186	226 059	91 671	40.6	22.9	X
	30660	Radio and television income	23	25 459	3 036	11.9	.8	X
	39000	Merchandise sales	46	26 142	2 781	10.6	.7	X
	39200	Sales of food and beverages	15	10 812	2 836	26.2	.7	X
	39500	All other receipts	105	167 293	33 048	19.8	8.2	65.5
	39508	All other operating receipts	105	167 293	33 048	19.8	8.2	X
7112192		Racing (except racetrack operation)	2 201	X	2 184 987	X	100.0	72.9
	30500	Admissions, excluding admission taxes	94	24 445	16 133	66.0	.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	90	151 525	96 855	63.9	4.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	68	54 147	13 915	25.7	.6	X
	30560	Amusement machines operated by this establishment	13	2 005	1 959	97.7	.1	X
	30570	Sales of programs	29	42 073	2 163	5.1	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	18	28 252	626	2.2	.2	X
	30590	Advertising, including endorsement fees	325	640 332	408 292	63.8	18.7	X
	30610	Appearance fees	123	316 947	101 602	32.1	4.7	X
	30620	Fees from providing instruction or training	859	398 396	274 909	69.0	12.6	X
	30650	Purse (prize money)	1 431	1 766 205	652 361	36.9	29.9	X
	30660	Radio and television income	42	112 754	18 296	16.2	.8	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7112		Spectator sports—Con.						
71121		Spectator sports—Con.						
711219		Other spectator sports—Con.						
7112192		Racing (except racetrack operation)—Con.						
	39000	Merchandise sales	150	318 189	27 988	8.8	1.3	71.9
	39014	Sales of other merchandise, not specified by type	150	318 189	27 988	8.8	1.3	X
	39200	Sales of food and beverages	63	71 019	5 348	7.5	.2	64.4
	39201	Sales of food and nonalcoholic beverages	63	71 019	4 289	6.0	.2	X
	39202	Sales of alcoholic beverages	32	45 918	1 059	2.3	Z	X
	39500	All other receipts	680	1 064 249	564 540	53.0	25.8	70.3
	39508	All other operating receipts	680	1 064 249	564 540	53.0	25.8	X
7113		Promoters of performing arts, sports, and similar events	5 236	X	12 168 551	X	100.0	73.4
	30400	Membership dues	692	946 157	59 616	6.3	.5	X
	30500	Admissions, excluding admission taxes	3 574	9 860 327	4 570 761	46.4	37.6	X
	30510	Contract fees from providing entertainment	849	2 871 746	885 784	30.8	7.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.						
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	628	758 164	347 933	45.9	2.9	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	1 168	2 153 626	327 383	15.2	2.7	X
	30560	Amusement machines operated by this establishment	1 583	5 615 620	831 729	14.8	6.8	X
	30570	Sales of programs	117	146 940	28 367	19.3	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	536	952 510	78 289	8.2	.6	X
	30590	Advertising, including endorsement fees	808	2 397 778	202 015	8.4	1.7	X
	39000	Merchandise sales	1 453	6 401 886	1 642 699	25.7	13.5	X
	39015	Sales of other merchandise, not specified by type	1 516	5 759 829	229 730	4.0	1.9	66.2
	39200	Sales of food and beverages	1 516	5 759 829	229 730	4.0	1.9	X
	39201	Sales of food and nonalcoholic beverages	1 543	3 645 734	521 989	14.3	4.3	65.8
	39202	Sales of alcoholic beverages	1 372	3 280 010	329 587	10.0	2.7	X
	39500	All other receipts	1 913	2 795 676	192 312	6.9	1.6	X
	39509	All other operating receipts	1 757	7 758 379	1 056 137	13.6	8.7	52.4
	39700	Contributions, gifts, and grants: Government	1 757	7 758 379	1 056 137	13.6	8.7	X
	39701	National Endowment for the Arts	1 192	2 948 656	223 126	7.6	1.8	69.7
	39702	All other federal, state, county, and municipal	153	375 899	3 717	1.0	Z	X
	39710	Contributions, gifts, and grants: Private	1 188	2 932 839	219 409	7.5	1.8	X
	39711	Individuals	1 486	3 480 615	848 347	24.4	7.0	68.2
	39712	Foundations	1 123	1 782 976	231 030	13.0	1.9	X
	39713	Business and industry	707	1 416 831	168 185	11.9	1.4	X
	39714	Other, including labor unions, etc.	1 044	3 061 531	404 877	13.2	3.3	X
	39720	Investment income, including interest and dividends	250	513 478	44 255	8.6	.4	X
	39730	Gains (losses) from assets sold	990	3 319 446	66 388	2.0	.5	X
	39900	All other revenue	146	491 018	-26 673	-5.4	-2	X
	39908	All other revenue	780	2 412 126	274 931	11.4	2.3	70.0
	39908	All other revenue	780	2 412 126	274 931	11.4	2.3	X
71131		Promoters of performing arts, sports, and similar events with facilities	1 699	X	5 315 254	X	100.0	74.8
	30400	Membership dues	272	437 188	26 582	6.1	.5	X
	30500	Admissions, excluding admission taxes	1 181	3 873 828	2 193 565	56.6	41.3	X
	30510	Contract fees from providing entertainment	170	846 890	133 883	15.8	2.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.						
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	90	115 853	20 243	17.5	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	36	133 655	5 661	4.2	.1	X
	30560	Amusement machines operated by this establishment	977	3 468 716	744 453	21.5	14.0	X
	30570	Sales of programs	71	93 299	2 577	2.8	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	162	421 687	8 964	2.1	.2	X
	30590	Advertising, including endorsement fees	404	1 696 168	134 555	7.9	2.5	X
	39000	Merchandise sales	545	2 496 896	321 176	12.9	6.0	X
	39015	Sales of other merchandise, not specified by type	631	2 801 882	123 904	4.4	2.3	61.6
	39200	Sales of food and beverages	631	2 801 882	123 904	4.4	2.3	X
	39201	Sales of food and nonalcoholic beverages	812	2 852 515	431 159	15.1	8.1	66.7
	39202	Sales of alcoholic beverages	730	2 636 629	274 802	10.4	5.2	X
	39500	All other receipts	491	2 357 963	156 357	6.6	2.9	X
	39509	All other operating receipts	780	3 617 601	500 245	13.8	9.4	58.9
	39700	Contributions, gifts, and grants: Government	780	3 617 601	500 245	13.8	9.4	X
	39701	National Endowment for the Arts	559	1 239 277	150 370	12.1	2.8	67.1
	39702	All other federal, state, county, and municipal	85	308 902	2 999	1.0	.1	X
	39710	Contributions, gifts, and grants: Private	557	1 238 319	147 371	11.9	2.8	X
	39711	Individuals	640	1 403 090	371 512	26.5	7.0	64.3
	39712	Foundations	526	1 240 287	139 180	11.2	2.6	X
	39713	Business and industry	356	1 064 880	113 410	10.7	2.1	X
	39714	Other, including labor unions, etc.	448	1 243 749	93 689	7.5	1.8	X
	39720	Investment income, including interest and dividends	119	409 834	25 233	6.2	.5	X
	39730	Gains (losses) from assets sold	430	1 249 979	44 757	3.6	.8	X
	39900	All other revenue	83	360 011	-22 165	-6.2	-4	X
	39908	All other revenue	370	644 600	123 813	19.2	2.3	63.1
	39908	All other revenue	370	644 600	123 813	19.2	2.3	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7113		Promoters of performing arts, sports, and similar events—Con.						
71131		Promoters of performing arts, sports, and similar events with facilities—Con.						
711310		Promoters of performing arts, sports, and similar events with facilities	1 699	X	5 315 254	X	100.0	74.8
	30400	Membership dues	272	437 188	26 582	6.1	.5	X
	30500	Admissions, excluding admission taxes	1 181	3 873 828	2 193 565	56.6	41.3	X
	30510	Contract fees from providing entertainment	170	846 890	133 883	15.8	2.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	90	115 853	20 243	17.5	.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	36	133 655	5 661	4.2	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	977	3 468 716	744 453	21.5	14.0	X
	30560	Amusement machines operated by this establishment	71	93 299	2 577	2.8	Z	X
	30570	Sales of programs	162	421 687	8 964	2.1	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	404	1 696 168	134 555	7.9	2.5	X
	30590	Advertising, including endorsement fees	545	2 496 896	321 176	12.9	6.0	X
	39000	Merchandise sales	631	2 801 882	123 904	4.4	2.3	61.6
	39015	Sales of other merchandise, not specified by type	631	2 801 882	123 904	4.4	2.3	X
	39200	Sales of food and beverages	812	2 852 515	431 159	15.1	8.1	66.7
	39201	Sales of food and nonalcoholic beverages	730	2 636 629	274 802	10.4	5.2	X
	39202	Sales of alcoholic beverages	491	2 357 963	156 357	6.6	2.9	X
	39500	All other receipts	780	3 617 601	500 245	13.8	9.4	58.9
	39509	All other operating receipts	780	3 617 601	500 245	13.8	9.4	X
	39700	Contributions, gifts, and grants: Government	559	1 239 277	150 370	12.1	2.8	67.1
	39701	National Endowment for the Arts	85	308 902	2 999	1.0	.1	X
	39702	All other federal, state, county, and municipal	557	1 238 319	147 371	11.9	2.8	X
	39710	Contributions, gifts, and grants: Private	640	1 403 090	371 512	26.5	7.0	64.3
	39711	Individuals	526	1 240 287	139 180	11.2	2.6	X
	39712	Foundations	356	1 064 880	113 410	10.7	2.1	X
	39713	Business and industry	448	1 243 749	93 689	7.5	1.8	X
	39714	Other, including labor unions, etc.	119	409 834	25 233	6.2	.5	X
	39720	Investment income, including interest and dividends	430	1 249 979	44 757	3.6	.8	X
	39730	Gains (losses) from assets sold	83	360 011	-22 165	-6.2	-4.4	X
	39900	All other revenue	370	644 600	123 813	19.2	2.3	63.1
	39908	All other revenue	370	644 600	123 813	19.2	2.3	X
71132		Promoters of performing arts, sports, and similar events without facilities	3 537	X	6 853 297	X	100.0	72.4
	30400	Membership dues	420	508 969	33 034	6.5	.5	X
	30500	Admissions, excluding admission taxes	2 393	5 986 499	2 377 196	39.7	34.7	X
	30510	Contract fees from providing entertainment	679	2 024 856	751 901	37.1	11.0	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	538	642 311	327 690	51.0	4.8	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	132	2 019 971	321 722	15.9	4.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	606	2 146 904	87 276	4.1	1.3	X
	30560	Amusement machines operated by this establishment	46	53 641	25 790	48.1	.4	X
	30570	Sales of programs	374	530 823	69 325	13.1	1.0	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	404	701 610	67 460	9.6	1.0	X
	30590	Advertising, including endorsement fees	908	3 904 990	1 321 523	33.8	19.3	X
	39000	Merchandise sales	885	2 957 947	105 826	3.6	1.5	70.2
	39015	Sales of other merchandise, not specified by type	885	2 957 947	105 826	3.6	1.5	X
	39200	Sales of food and beverages	731	793 219	90 830	11.5	1.3	66.5
	39201	Sales of food and nonalcoholic beverages	642	643 381	54 785	8.5	.8	X
	39202	Sales of alcoholic beverages	422	437 713	35 955	8.2	.5	X
	39500	All other receipts	977	4 140 778	555 892	13.4	8.1	47.2
	39509	All other operating receipts	977	4 140 778	555 892	13.4	8.1	X
	39700	Contributions, gifts, and grants: Government	633	1 709 379	72 756	4.3	1.1	71.7
	39701	National Endowment for the Arts	68	66 997	718	1.1	Z	X
	39702	All other federal, state, county, and municipal	631	1 694 520	72 038	4.3	1.1	X
	39710	Contributions, gifts, and grants: Private	846	2 077 525	476 835	23.0	7.0	71.1
	39711	Individuals	597	542 689	91 850	16.9	1.3	X
	39712	Foundations	351	351 951	54 775	15.6	.8	X
	39713	Business and industry	596	1 817 782	311 188	17.1	4.5	X
	39714	Other, including labor unions, etc.	131	103 644	19 022	18.4	.3	X
	39720	Investment income, including interest and dividends	560	2 069 467	21 631	1.0	.3	X
	39730	Gains (losses) from assets sold	63	131 007	-4 508	-3.4	-1	X
	39900	All other revenue	410	1 767 526	151 118	8.6	2.2	72.1
	39908	All other revenue	410	1 767 526	151 118	8.6	2.2	X
711320		Promoters of performing arts, sports, and similar events without facilities	3 537	X	6 853 297	X	100.0	72.4
	30400	Membership dues	420	508 969	33 034	6.5	.5	X
	30500	Admissions, excluding admission taxes	2 393	5 986 499	2 377 196	39.7	34.7	X
	30510	Contract fees from providing entertainment	679	2 024 856	751 901	37.1	11.0	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	538	642 311	327 690	51.0	4.8	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	132	2 019 971	321 722	15.9	4.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	606	2 146 904	87 276	4.1	1.3	X
	30560	Amusement machines operated by this establishment	46	53 641	25 790	48.1	.4	X
	30570	Sales of programs	374	530 823	69 325	13.1	1.0	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	404	701 610	67 460	9.6	1.0	X
	30590	Advertising, including endorsement fees	908	3 904 990	1 321 523	33.8	19.3	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7113		Promoters of performing arts, sports, and similar events—Con.						
71132		Promoters of performing arts, sports, and similar events without facilities—Con.						
711320		Promoters of performing arts, sports, and similar events without facilities—Con.						
	39000	Merchandise sales	885	2 957 947	105 826	3.6	1.5	70.2
	39015	Sales of other merchandise, not specified by type	885	2 957 947	105 826	3.6	1.5	X
	39200	Sales of food and beverages	731	793 219	90 830	11.5	1.3	66.5
	39201	Sales of food and nonalcoholic beverages	642	643 381	54 785	8.5	.8	X
	39202	Sales of alcoholic beverages	422	437 713	35 955	8.2	.5	X
	39500	All other receipts	977	4 140 778	555 892	13.4	8.1	47.2
	39509	All other operating receipts	977	4 140 778	555 892	13.4	8.1	X
	39700	Contributions, gifts, and grants: Government	633	1 709 379	72 756	4.3	1.1	71.7
	39701	National Endowment for the Arts	68	66 997	718	1.1	Z	X
	39702	All other federal, state, county, and municipal	631	1 694 520	72 038	4.3	1.1	X
	39710	Contributions, gifts, and grants: Private	846	2 077 525	476 835	23.0	7.0	71.1
	39711	Individuals	597	542 689	91 850	16.9	1.3	X
	39712	Foundations	351	351 951	54 775	15.6	.8	X
	39713	Business and industry	596	1 817 782	311 188	17.1	4.5	X
	39714	Other, including labor unions, etc.	131	103 644	19 022	18.4	.3	X
	39720	Investment income, including interest and dividends	560	2 069 467	21 631	1.0	.3	X
	39730	Gains (losses) from assets sold	63	131 007	-4 508	-3.4	-.1	X
	39900	All other revenue	410	1 767 526	151 118	8.6	2.2	72.1
	39908	All other revenue	410	1 767 526	151 118	8.6	2.2	X
7114		Agents and managers for artists, athletes, entertainers and other public figures	3 262	X	3 602 288	X	100.0	58.8
	30400	Membership dues	16	57 368	88	.2	Z	X
	30500	Admissions, excluding admission taxes	37	357 210	26 561	7.4	.7	X
	30510	Contract fees from providing entertainment	57	35 665	22 914	64.2	.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	3 262	3 602 288	3 326 271	92.3	92.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	78	148 361	15 581	10.5	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	22	142 060	9 050	6.4	.3	X
	30590	Advertising, including endorsement fees	65	364 645	125 643	34.5	3.5	X
	39000	Merchandise sales	80	163 426	8 865	5.4	.2	51.9
	39015	Sales of other merchandise, not specified by type	80	163 426	8 865	5.4	.2	X
	39500	All other receipts	248	537 232	60 859	11.3	1.7	48.0
	39509	All other operating receipts	248	537 232	60 859	11.3	1.7	X
71141		Agents and managers for artists, athletes, entertainers and other public figures	3 262	X	3 602 288	X	100.0	58.8
	30400	Membership dues	16	57 368	88	.2	Z	X
	30500	Admissions, excluding admission taxes	37	357 210	26 561	7.4	.7	X
	30510	Contract fees from providing entertainment	57	35 665	22 914	64.2	.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	3 262	3 602 288	3 326 271	92.3	92.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	78	148 361	15 581	10.5	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	22	142 060	9 050	6.4	.3	X
	30590	Advertising, including endorsement fees	65	364 645	125 643	34.5	3.5	X
	39000	Merchandise sales	80	163 426	8 865	5.4	.2	51.9
	39015	Sales of other merchandise, not specified by type	80	163 426	8 865	5.4	.2	X
	39500	All other receipts	248	537 232	60 859	11.3	1.7	48.0
	39509	All other operating receipts	248	537 232	60 859	11.3	1.7	X
711410		Agents and managers for artists, athletes, entertainers and other public figures	3 262	X	3 602 288	X	100.0	58.8
	30400	Membership dues	16	57 368	88	.2	Z	X
	30500	Admissions, excluding admission taxes	37	357 210	26 561	7.4	.7	X
	30510	Contract fees from providing entertainment	57	35 665	22 914	64.2	.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	3 262	3 602 288	3 326 271	92.3	92.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	78	148 361	15 581	10.5	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	22	142 060	9 050	6.4	.3	X
	30590	Advertising, including endorsement fees	65	364 645	125 643	34.5	3.5	X
	39000	Merchandise sales	80	163 426	8 865	5.4	.2	51.9
	39015	Sales of other merchandise, not specified by type	80	163 426	8 865	5.4	.2	X
	39500	All other receipts	248	537 232	60 859	11.3	1.7	48.0
	39509	All other operating receipts	248	537 232	60 859	11.3	1.7	X
7115		Independent artists, writers, and performers	15 862	X	9 337 795	X	100.0	51.4
	30400	Membership dues	91	42 601	1 647	3.9	Z	X
	30500	Admissions, excluding admission taxes	98	195 745	81 186	41.5	.9	X
	30510	Contract fees from providing entertainment	6 482	5 177 920	4 814 766	93.0	51.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	211	121 912	63 459	52.1	.7	X
	30530	Writing fees	6 229	2 193 916	1 718 717	78.3	18.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 426	3 782 552	2 038 714	53.9	21.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	197	92 007	8 961	9.7	.1	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
711		Arts, entertainment, and recreation—Con.						
7115		Performing arts, spectator sports, and related industries—Con.						
		Independent artists, writers, and performers—Con.						
	30570	Sales of programs	32	18 960	12 839	67.7	.1	X
	30590	Advertising, including endorsement fees	195	66 830	17 104	25.6	.2	X
	39000	Merchandise sales	615	304 663	67 966	22.3	.7	47.4
	39013	Sales of other merchandise, not specified by type	615	304 663	67 966	22.3	.7	X
	39200	Sales of food and beverages	69	63 329	20 998	33.2	.2	34.1
	39201	Sales of food and nonalcoholic beverages	69	63 329	10 639	16.8	.1	X
	39202	Sales of alcoholic beverages	39	32 708	10 359	31.7	.1	X
	39500	All other receipts	2 097	1 322 722	491 438	37.2	5.3	39.2
	39507	All other operating receipts	2 097	1 322 722	491 438	37.2	5.3	X
71151		Independent artists, writers, and performers	15 862	X	9 337 795	X	100.0	51.4
	30400	Membership dues	91	42 601	1 647	3.9	.7	X
	30500	Admissions, excluding admission taxes	98	195 745	81 186	41.5	.9	X
	30510	Contract fees from providing entertainment	6 482	5 177 920	4 814 766	93.0	51.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	211	121 912	63 459	52.1	.7	X
	30530	Writing fees	6 229	2 193 916	1 718 717	78.3	18.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 426	3 782 552	2 038 714	53.9	21.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	197	92 007	8 961	9.7	.1	X
	30570	Sales of programs	32	18 960	12 839	67.7	.1	X
	30590	Advertising, including endorsement fees	195	66 830	17 104	25.6	.2	X
	39000	Merchandise sales	615	304 663	67 966	22.3	.7	47.4
	39013	Sales of other merchandise, not specified by type	615	304 663	67 966	22.3	.7	X
	39200	Sales of food and beverages	69	63 329	20 998	33.2	.2	34.1
	39201	Sales of food and nonalcoholic beverages	69	63 329	10 639	16.8	.1	X
	39202	Sales of alcoholic beverages	39	32 708	10 359	31.7	.1	X
	39500	All other receipts	2 097	1 322 722	491 438	37.2	5.3	39.2
	39507	All other operating receipts	2 097	1 322 722	491 438	37.2	5.3	X
711510		Independent artists, writers, and performers	15 862	X	9 337 795	X	100.0	51.4
	30400	Membership dues	91	42 601	1 647	3.9	.7	X
	30500	Admissions, excluding admission taxes	98	195 745	81 186	41.5	.9	X
	30510	Contract fees from providing entertainment	6 482	5 177 920	4 814 766	93.0	51.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	211	121 912	63 459	52.1	.7	X
	30530	Writing fees	6 229	2 193 916	1 718 717	78.3	18.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 426	3 782 552	2 038 714	53.9	21.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	197	92 007	8 961	9.7	.1	X
	30570	Sales of programs	32	18 960	12 839	67.7	.1	X
	30590	Advertising, including endorsement fees	195	66 830	17 104	25.6	.2	X
	39000	Merchandise sales	615	304 663	67 966	22.3	.7	47.4
	39013	Sales of other merchandise, not specified by type	615	304 663	67 966	22.3	.7	X
	39200	Sales of food and beverages	69	63 329	20 998	33.2	.2	34.1
	39201	Sales of food and nonalcoholic beverages	69	63 329	10 639	16.8	.1	X
	39202	Sales of alcoholic beverages	39	32 708	10 359	31.7	.1	X
	39500	All other receipts	2 097	1 322 722	491 438	37.2	5.3	39.2
	39507	All other operating receipts	2 097	1 322 722	491 438	37.2	5.3	X
712		Museums, historical sites, and similar institutions	6 663	X	8 607 959	X	100.0	78.4
	30400	Membership dues	4 430	6 706 448	472 685	7.0	5.5	X
	30500	Admissions, excluding admission taxes	4 385	7 479 770	1 506 303	20.1	17.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	490	2 565 589	46 992	1.8	.5	X
	30570	Sales of programs	1 879	3 522 342	285 193	8.1	3.3	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	2 618	5 499 780	165 694	3.0	1.9	X
	39000	Merchandise sales	4 794	7 492 145	880 164	11.7	10.2	75.7
	39016	Sales of other merchandise, not specified by type	4 794	7 492 145	880 164	11.7	10.2	X
	39200	Sales of food and beverages	1 811	4 322 477	322 916	7.5	3.8	68.6
	39201	Sales of food and nonalcoholic beverages	1 743	4 262 890	304 495	7.1	3.5	X
	39202	Sales of alcoholic beverages	357	1 541 326	18 421	1.2	.2	X
	39500	All other receipts	2 448	5 417 346	401 952	7.4	4.7	75.9
	39511	All other operating receipts	2 448	5 417 346	401 952	7.4	4.7	X
	39700	Contributions, gifts, and grants: Government	3 568	6 147 275	1 082 710	17.6	12.6	X
	39710	Contributions, gifts, and grants: Private	5 175	7 326 344	2 657 996	36.3	30.9	X
	39720	Investment income, including interest and dividends	3 624	6 266 635	578 677	9.2	6.7	X
	39730	Gains (losses) from assets sold	905	2 577 468	-217 780	-8.4	-2.5	X
	39900	All other revenue	2 391	4 106 803	424 457	10.3	4.9	76.3
	39909	All other revenue	2 391	4 106 803	424 457	10.3	4.9	X
7121		Museums, historical sites, and similar institutions	6 663	X	8 607 959	X	100.0	78.4
	30400	Membership dues	4 430	6 706 448	472 685	7.0	5.5	X
	30500	Admissions, excluding admission taxes	4 385	7 479 770	1 506 303	20.1	17.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	490	2 565 589	46 992	1.8	.5	X
	30570	Sales of programs	1 879	3 522 342	285 193	8.1	3.3	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	2 618	5 499 780	165 694	3.0	1.9	X
	39000	Merchandise sales	4 794	7 492 145	880 164	11.7	10.2	75.7
	39016	Sales of other merchandise, not specified by type	4 794	7 492 145	880 164	11.7	10.2	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
712		Museums, historical sites, and similar institutions—Con.						
7121		Museums, historical sites, and similar institutions—Con.						
	39200	Sales of food and beverages	1 811	4 322 477	322 916	7.5	3.8	68.6
	39201	Sales of food and nonalcoholic beverages	1 743	4 262 890	304 495	7.1	3.5	X
	39202	Sales of alcoholic beverages	357	1 541 326	18 421	1.2	.2	X
	39500	All other receipts	2 448	5 417 346	401 952	7.4	4.7	75.9
	39511	All other operating receipts	2 448	5 417 346	401 952	7.4	4.7	X
	39700	Contributions, gifts, and grants: Government	3 568	6 147 275	1 082 710	17.6	12.6	X
	39710	Contributions, gifts, and grants: Private	5 175	7 326 344	2 657 996	36.3	30.9	X
	39720	Investment income, including interest and dividends	3 624	6 266 635	578 677	9.2	6.7	X
	39730	Gains (losses) from assets sold	905	2 577 468	-217 780	-8.4	-2.5	X
	39900	All other revenue	2 391	4 106 803	424 457	10.3	4.9	76.3
	39909	All other revenue	2 391	4 106 803	424 457	10.3	4.9	X
71211		Museums	4 533	X	5 907 767	X	100.0	78.9
	30400	Membership dues	3 293	4 814 664	286 747	6.0	4.9	X
	30500	Admissions, excluding admission taxes	3 008	5 199 663	812 789	15.6	13.8	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	411	2 162 928	42 383	2.0	.7	X
	30570	Sales of programs	1 332	2 550 713	225 494	8.8	3.8	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	1 841	3 950 279	111 056	2.8	1.9	X
	39000	Merchandise sales	3 376	5 309 553	620 252	11.7	10.5	76.9
	39016	Sales of other merchandise, not specified by type	3 376	5 309 553	620 252	11.7	10.5	X
	39200	Sales of food and beverages	1 140	2 595 570	141 927	5.5	2.4	65.3
	39201	Sales of food and nonalcoholic beverages	1 074	2 536 681	130 176	5.1	2.2	X
	39202	Sales of alcoholic beverages	263	1 087 280	11 751	1.1	.2	X
	39500	All other receipts	1 636	3 723 129	259 637	7.0	4.4	78.0
	39511	All other operating receipts	1 636	3 723 129	259 637	7.0	4.4	X
	39700	Contributions, gifts, and grants: Government	2 673	4 596 874	757 462	16.5	12.8	X
	39710	Contributions, gifts, and grants: Private	3 721	5 322 167	2 010 897	37.8	34.0	X
	39720	Investment income, including interest and dividends	2 561	4 610 826	455 955	9.9	7.7	X
	39730	Gains (losses) from assets sold	659	2 039 419	-150 466	-7.4	-2.5	X
	39900	All other revenue	1 741	2 856 878	333 634	11.7	5.6	77.4
	39909	All other revenue	1 741	2 856 878	333 634	11.7	5.6	X
712110		Museums	4 533	X	5 907 767	X	100.0	78.9
	30400	Membership dues	3 293	4 814 664	286 747	6.0	4.9	X
	30500	Admissions, excluding admission taxes	3 008	5 199 663	812 789	15.6	13.8	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	411	2 162 928	42 383	2.0	.7	X
	30570	Sales of programs	1 332	2 550 713	225 494	8.8	3.8	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	1 841	3 950 279	111 056	2.8	1.9	X
	39000	Merchandise sales	3 376	5 309 553	620 252	11.7	10.5	76.9
	39016	Sales of other merchandise, not specified by type	3 376	5 309 553	620 252	11.7	10.5	X
	39200	Sales of food and beverages	1 140	2 595 570	141 927	5.5	2.4	65.3
	39201	Sales of food and nonalcoholic beverages	1 074	2 536 681	130 176	5.1	2.2	X
	39202	Sales of alcoholic beverages	263	1 087 280	11 751	1.1	.2	X
	39500	All other receipts	1 636	3 723 129	259 637	7.0	4.4	78.0
	39511	All other operating receipts	1 636	3 723 129	259 637	7.0	4.4	X
	39700	Contributions, gifts, and grants: Government	2 673	4 596 874	757 462	16.5	12.8	X
	39710	Contributions, gifts, and grants: Private	3 721	5 322 167	2 010 897	37.8	34.0	X
	39720	Investment income, including interest and dividends	2 561	4 610 826	455 955	9.9	7.7	X
	39730	Gains (losses) from assets sold	659	2 039 419	-150 466	-7.4	-2.5	X
	39900	All other revenue	1 741	2 856 878	333 634	11.7	5.6	77.4
	39909	All other revenue	1 741	2 856 878	333 634	11.7	5.6	X
71212		Historical sites	999	X	550 650	X	100.0	76.2
	30400	Membership dues	615	293 806	22 766	7.7	4.1	X
	30500	Admissions, excluding admission taxes	591	412 125	110 764	26.9	20.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	59	70 320	1 706	2.4	.3	X
	30570	Sales of programs	206	116 888	13 028	11.1	2.4	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	375	295 092	18 551	6.3	3.4	X
	39000	Merchandise sales	621	402 823	53 653	13.3	9.7	71.2
	39016	Sales of other merchandise, not specified by type	621	402 823	53 653	13.3	9.7	X
	39200	Sales of food and beverages	203	259 529	39 324	15.2	7.1	70.1
	39201	Sales of food and nonalcoholic beverages	202	258 977	35 556	13.7	6.5	X
	39202	Sales of alcoholic beverages	34	105 010	3 768	3.6	.7	X
	39500	All other receipts	363	199 837	30 717	15.4	5.6	59.3
	39511	All other operating receipts	363	199 837	30 717	15.4	5.6	X
	39700	Contributions, gifts, and grants: Government	524	280 338	57 805	20.6	10.5	X
	39710	Contributions, gifts, and grants: Private	767	464 708	150 810	32.5	27.4	X
	39720	Investment income, including interest and dividends	558	401 964	28 018	7.0	5.1	X
	39730	Gains (losses) from assets sold	135	171 482	7 777	5.1	.1	X
	39900	All other revenue	367	228 922	22 731	9.9	4.1	66.8
	39909	All other revenue	367	228 922	22 731	9.9	4.1	X
712120		Historical sites	999	X	550 650	X	100.0	76.2
	30400	Membership dues	615	293 806	22 766	7.7	4.1	X
	30500	Admissions, excluding admission taxes	591	412 125	110 764	26.9	20.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	59	70 320	1 706	2.4	.3	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Estab-lishments with the product line	All estab-lishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
712		Museums, historical sites, and similar institutions—Con.						
7121		Museums, historical sites, and similar institutions—Con.						
71212		Historical sites—Con.						
712120		Historical sites—Con.						
	30570	Sales of programs	206	116 888	13 028	11.1	2.4	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	375	295 092	18 551	6.3	3.4	X
	39000	Merchandise sales	621	402 823	53 653	13.3	9.7	71.2
	39016	Sales of other merchandise, not specified by type	621	402 823	53 653	13.3	9.7	X
	39200	Sales of food and beverages	203	259 529	39 324	15.2	7.1	70.1
	39201	Sales of food and nonalcoholic beverages	202	258 977	35 556	13.7	6.5	X
	39202	Sales of alcoholic beverages	34	105 010	3 768	3.6	.7	X
	39500	All other receipts	363	199 837	30 717	15.4	5.6	59.3
	39511	All other operating receipts	363	199 837	30 717	15.4	5.6	X
	39700	Contributions, gifts, and grants: Government	524	280 338	57 805	20.6	10.5	X
	39710	Contributions, gifts, and grants: Private	767	464 708	150 810	32.5	27.4	X
	39720	Investment income, including interest and dividends	558	401 964	28 018	7.0	5.1	X
	39730	Gains (losses) from assets sold	135	171 482	777	.5	.1	X
	39900	All other revenue	367	228 922	22 731	9.9	4.1	66.8
	39909	All other revenue	367	228 922	22 731	9.9	4.1	X
71213		Zoos and botanical gardens	558	X	1 789 048	X	100.0	80.5
	30400	Membership dues	314	1 480 204	150 652	10.2	8.4	X
	30500	Admissions, excluding admission taxes	454	1 663 882	485 603	29.2	27.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	20	332 341	2 903	.9	.2	X
	30570	Sales of programs	172	743 800	29 232	3.9	1.6	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	237	1 131 903	31 586	2.8	1.8	X
	39000	Merchandise sales	419	1 552 814	168 056	10.8	9.4	76.3
	39016	Sales of other merchandise, not specified by type	419	1 552 814	168 056	10.8	9.4	X
	39200	Sales of food and beverages	262	1 304 815	130 385	10.0	7.3	79.2
	39201	Sales of food and nonalcoholic beverages	261	1 304 669	127 542	9.8	7.1	X
	39202	Sales of alcoholic beverages	51	337 875	2 843	.8	.2	X
	39500	All other receipts	246	1 340 571	99 210	7.4	5.5	76.3
	39511	All other operating receipts	246	1 340 571	99 210	7.4	5.5	X
	39700	Contributions, gifts, and grants: Government	198	1 166 453	242 058	20.8	13.5	X
	39710	Contributions, gifts, and grants: Private	330	1 324 208	379 657	28.7	21.2	X
	39720	Investment income, including interest and dividends	239	1 056 204	69 766	6.6	3.9	X
	39730	Gains (losses) from assets sold	64	304 514	-54 969	-18.1	-3.1	X
	39900	All other revenue	169	920 852	54 909	6.0	3.1	78.8
	39909	All other revenue	169	920 852	54 909	6.0	3.1	X
712130		Zoos and botanical gardens	558	X	1 789 048	X	100.0	80.5
	30400	Membership dues	314	1 480 204	150 652	10.2	8.4	X
	30500	Admissions, excluding admission taxes	454	1 663 882	485 603	29.2	27.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	20	332 341	2 903	.9	.2	X
	30570	Sales of programs	172	743 800	29 232	3.9	1.6	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	237	1 131 903	31 586	2.8	1.8	X
	39000	Merchandise sales	419	1 552 814	168 056	10.8	9.4	76.3
	39016	Sales of other merchandise, not specified by type	419	1 552 814	168 056	10.8	9.4	X
	39200	Sales of food and beverages	262	1 304 815	130 385	10.0	7.3	79.2
	39201	Sales of food and nonalcoholic beverages	261	1 304 669	127 542	9.8	7.1	X
	39202	Sales of alcoholic beverages	51	337 875	2 843	.8	.2	X
	39500	All other receipts	246	1 340 571	99 210	7.4	5.5	76.3
	39511	All other operating receipts	246	1 340 571	99 210	7.4	5.5	X
	39700	Contributions, gifts, and grants: Government	198	1 166 453	242 058	20.8	13.5	X
	39710	Contributions, gifts, and grants: Private	330	1 324 208	379 657	28.7	21.2	X
	39720	Investment income, including interest and dividends	239	1 056 204	69 766	6.6	3.9	X
	39730	Gains (losses) from assets sold	64	304 514	-54 969	-18.1	-3.1	X
	39900	All other revenue	169	920 852	54 909	6.0	3.1	78.8
	39909	All other revenue	169	920 852	54 909	6.0	3.1	X
71219		Nature parks and other similar institutions	573	X	360 494	X	100.0	64.2
	30400	Membership dues	208	117 774	12 520	10.6	3.5	X
	30500	Admissions, excluding admission taxes	332	204 100	97 147	47.6	26.9	X
	30570	Sales of programs	169	110 941	17 439	15.7	4.8	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	165	122 506	4 501	3.7	1.2	X
	39000	Merchandise sales	378	226 955	38 203	16.8	10.6	58.9
	39016	Sales of other merchandise, not specified by type	378	226 955	38 203	16.8	10.6	X
	39200	Sales of food and beverages	206	162 563	11 280	6.9	3.1	42.5
	39201	Sales of food and nonalcoholic beverages	206	162 563	11 221	6.9	3.1	X
	39202	Sales of alcoholic beverages	9	11 161	59	.5	.2	X
	39500	All other receipts	203	153 809	12 388	8.1	3.4	50.6
	39511	All other operating receipts	203	153 809	12 388	8.1	3.4	X
	39700	Contributions, gifts, and grants: Government	173	103 610	25 385	24.5	7.0	X
	39710	Contributions, gifts, and grants: Private	357	215 261	116 632	54.2	32.4	X
	39720	Investment income, including interest and dividends	266	197 641	24 938	12.6	6.9	X
	39730	Gains (losses) from assets sold	47	62 053	-13 122	-21.1	-3.6	X
	39900	All other revenue	114	100 151	13 183	13.2	3.7	52.5
	39909	All other revenue	114	100 151	13 183	13.2	3.7	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
712		Museums, historical sites, and similar institutions—Con.						
7121		Museums, historical sites, and similar institutions—Con.						
71219		Nature parks and other similar institutions—Con.						
712190		Nature parks and other similar institutions	573	X	360 494	X	100.0	64.2
	30400	Membership dues	208	117 774	12 520	10.6	3.5	X
	30500	Admissions, excluding admission taxes	332	204 100	97 147	47.6	26.9	X
	30570	Sales of programs	169	110 941	17 439	15.7	4.8	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	165	122 506	4 501	3.7	1.2	X
	39000	Merchandise sales	378	226 955	38 203	16.8	10.6	58.9
	39016	Sales of other merchandise, not specified by type	378	226 955	38 203	16.8	10.6	X
	39200	Sales of food and beverages	206	162 563	11 280	6.9	3.1	42.5
	39201	Sales of food and nonalcoholic beverages	206	162 563	11 221	6.9	3.1	X
	39202	Sales of alcoholic beverages	9	11 161	59	.5	.2	X
	39500	All other receipts	203	153 809	12 388	8.1	3.4	50.6
	39511	All other operating receipts	203	153 809	12 388	8.1	3.4	X
	39700	Contributions, gifts, and grants: Government	173	103 610	25 385	24.5	7.0	X
	39710	Contributions, gifts, and grants: Private	357	215 261	116 632	54.2	32.4	X
	39720	Investment income, including interest and dividends	266	197 641	24 938	12.6	6.9	X
	39730	Gains (losses) from assets sold	47	62 053	-13 122	-21.1	-3.6	X
	39900	All other revenue	114	100 151	13 183	13.2	3.7	52.5
	39909	All other revenue	114	100 151	13 183	13.2	3.7	X
713		Amusement, gambling, and recreation industries	65 915	X	75 010 469	X	100.0	74.4
	30200	Tuition, fees, and other payments from providing academic or technical instruction	10 027	11 230 420	1 651 588	14.7	2.2	X
	30400	Membership dues	32 163	28 447 380	15 317 947	53.8	20.4	X
	30500	Admissions, excluding admission taxes	9 754	17 319 671	6 957 391	40.2	9.3	X
	30560	Amusement machines operated by this establishment	11 938	14 336 321	2 551 363	17.8	3.4	64.7
	30561	Phonograph, compact disc, or video jukeboxes	2 115	1 867 734	257 089	13.8	.3	X
	30562	Pinball machines	2 855	2 192 619	115 843	5.3	.2	X
	30563	Video games	9 278	10 056 916	1 254 205	12.5	1.7	X
	30564	Other amusement machines, excluding billiard or pool tables	4 583	5 714 496	924 226	16.2	1.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	3 790	6 609 508	282 466	4.3	.4	X
	30590	Advertising, including endorsement fees	2 788	3 606 795	110 838	3.1	.1	X
	30640	Gaming receipts	3 623	19 800 790	17 647 581	89.1	23.5	71.6
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	2 843	18 585 693	16 521 800	88.9	22.0	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	907	2 495 553	1 123 540	45.0	1.5	X
	30680	Amounts received for the use of recreational facilities	28 203	26 489 974	10 204 867	38.5	13.6	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	4 874	4 059 068	1 334 688	32.9	1.8	X
	30700	Lodging	1 566	3 171 306	237 746	7.5	.3	X
	30800	Personal and household goods repair and maintenance	2 317	2 036 971	495 769	24.3	.7	74.0
	30803	Boat repair and maintenance	2 317	2 036 971	495 769	24.3	.7	X
	39000	Merchandise sales	25 372	40 797 226	3 566 037	8.7	4.8	71.3
	39017	Fuels and lubricants	2 721	3 093 782	290 816	9.4	.4	X
	39018	Boats and marine equipment	1 790	1 626 969	484 877	29.8	.6	X
	39019	All other merchandise, not specified by type	23 918	39 458 365	2 790 344	7.1	3.7	X
	39200	Sales of food and beverages	35 619	55 725 913	9 315 063	16.7	12.4	71.0
	39201	Sales of food and nonalcoholic beverages	34 928	54 807 807	6 944 920	12.7	9.3	X
	39202	Sales of alcoholic beverages	18 651	38 338 862	2 370 143	6.2	3.2	X
	39250	Rental or lease of goods and/or equipment	13 878	19 826 563	1 275 745	6.4	1.7	X
	39500	All other receipts	17 479	37 294 005	2 742 363	7.4	3.7	70.7
	39512	All other operating receipts	17 479	37 294 005	2 742 363	7.4	3.7	X
	39700	Contributions, gifts, and grants: Government	1 461	1 317 131	187 804	14.3	.3	X
	39710	Contributions, gifts, and grants: Private	3 745	2 955 823	494 384	16.7	.7	X
	39720	Investment income, including interest and dividends	3 360	5 202 754	63 997	1.2	.1	X
	39730	Gains (losses) from assets sold	536	1 192 881	-94	.Z	.Z	X
	39900	All other revenue	3 281	4 167 973	572 926	13.7	.8	67.2
	39911	All other revenue	3 281	4 167 973	572 926	13.7	.8	X
7131		Amusement parks and arcades	3 015	X	9 443 200	X	100.0	94.3
	30400	Membership dues	52	60 450	5 396	8.9	.1	X
	30500	Admissions, excluding admission taxes	877	8 504 041	4 864 150	57.2	51.5	X
	30560	Amusement machines operated by this establishment	2 767	6 681 669	795 820	11.9	8.4	88.5
	30561	Phonograph, compact disc, or video jukeboxes	154	321 078	19 732	6.1	.2	X
	30562	Pinball machines	707	550 571	17 007	3.1	.2	X
	30563	Video games	2 405	4 241 696	471 962	11.1	5.0	X
	30564	Other amusement machines, excluding billiard or pool tables	1 721	3 179 025	287 119	9.0	3.0	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	195	2 332 375	124 697	5.3	1.3	X
	30590	Advertising, including endorsement fees	132	1 208 319	26 841	2.2	.3	X
	30680	Amounts received for the use of recreational facilities	593	827 316	192 794	23.3	2.0	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	6	20 150	653	3.2	.Z	X
	30700	Lodging	17	233 987	12 261	5.2	.1	X
	39000	Merchandise sales	571	7 821 522	1 074 084	13.7	11.4	89.1
	39017	Fuels and lubricants	9	293 836	1 117	.4	.Z	X
	39019	All other merchandise, not specified by type	570	7 805 749	1 067 332	13.7	11.3	X
	39200	Sales of food and beverages	1 365	8 740 326	1 612 467	18.4	17.1	89.9
	39201	Sales of food and nonalcoholic beverages	1 350	8 735 356	1 542 232	17.7	16.3	X
	39202	Sales of alcoholic beverages	194	4 889 303	70 235	1.4	.7	X
	39250	Rental or lease of goods and/or equipment	197	4 116 323	54 471	1.3	.6	X
	39500	All other receipts	470	7 329 822	677 901	9.2	7.2	92.2
	39512	All other operating receipts	470	7 329 822	677 901	9.2	7.2	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7131		Amusement parks and arcades—Con.						
71311		Amusement and theme parks	444	X	8 174 048	X	100.0	97.5
	30400	Membership dues	18	46 619	4 809	10.3	.1	X
	30500	Admissions, excluding admission taxes	431	8 161 723	4 694 327	57.5	57.4	X
	30560	Amusement machines operated by this establishment	196	5 412 517	95 742	1.8	1.2	92.1
	30561	Phonograph, compact disc, or video jukeboxes	10	203 140	55	Z	Z	X
	30562	Pinball machines	34	255 607	1 486	.6	Z	X
	30563	Video games	123	3 167 523	39 173	1.2	.5	X
	30564	Other amusement machines, excluding billiard or pool tables	97	2 550 208	55 028	2.2	.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	94	2 238 677	112 128	5.0	1.4	X
	30590	Advertising, including endorsement fees	60	1 169 270	25 314	2.2	.3	X
	30680	Amounts received for the use of recreational facilities	54	405 465	19 009	4.7	.2	X
	30700	Lodging	17	233 987	12 261	5.2	.2	X
	39000	Merchandise sales	279	7 457 500	1 054 792	14.1	12.9	92.0
	39017	Fuels and lubricants	9	293 836	1 117	.4	Z	X
	39019	All other merchandise, not specified by type	278	7 441 727	1 048 040	14.1	12.8	X
	39200	Sales of food and beverages	347	7 924 810	1 462 879	18.5	17.9	92.8
	39201	Sales of food and nonalcoholic beverages	345	7 922 428	1 410 073	17.8	17.3	X
	39202	Sales of alcoholic beverages	97	4 737 228	52 806	1.1	.6	X
	39250	Rental or lease of goods and/or equipment	108	4 036 086	45 341	1.1	.6	X
	39500	All other receipts	190	7 049 688	645 157	9.2	7.9	95.3
	39512	All other operating receipts	190	7 049 688	645 157	9.2	7.9	X
713110		Amusement and theme parks	444	X	8 174 048	X	100.0	97.5
	30400	Membership dues	18	46 619	4 809	10.3	.1	X
	30500	Admissions, excluding admission taxes	431	8 161 723	4 694 327	57.5	57.4	X
	30560	Amusement machines operated by this establishment	196	5 412 517	95 742	1.8	1.2	92.1
	30561	Phonograph, compact disc, or video jukeboxes	10	203 140	55	Z	Z	X
	30562	Pinball machines	34	255 607	1 486	.6	Z	X
	30563	Video games	123	3 167 523	39 173	1.2	.5	X
	30564	Other amusement machines, excluding billiard or pool tables	97	2 550 208	55 028	2.2	.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	94	2 238 677	112 128	5.0	1.4	X
	30590	Advertising, including endorsement fees	60	1 169 270	25 314	2.2	.3	X
	30680	Amounts received for the use of recreational facilities	54	405 465	19 009	4.7	.2	X
	30700	Lodging	17	233 987	12 261	5.2	.2	X
	39000	Merchandise sales	279	7 457 500	1 054 792	14.1	12.9	92.0
	39017	Fuels and lubricants	9	293 836	1 117	.4	Z	X
	39019	All other merchandise, not specified by type	278	7 441 727	1 048 040	14.1	12.8	X
	39200	Sales of food and beverages	347	7 924 810	1 462 879	18.5	17.9	92.8
	39201	Sales of food and nonalcoholic beverages	345	7 922 428	1 410 073	17.8	17.3	X
	39202	Sales of alcoholic beverages	97	4 737 228	52 806	1.1	.6	X
	39250	Rental or lease of goods and/or equipment	108	4 036 086	45 341	1.1	.6	X
	39500	All other receipts	190	7 049 688	645 157	9.2	7.9	95.3
	39512	All other operating receipts	190	7 049 688	645 157	9.2	7.9	X
7131101		Waterparks	148	X	480 358	X	100.0	91.1
	30400	Membership dues	12	11 482	3 279	28.6	.7	X
	30500	Admissions, excluding admission taxes	143	479 965	349 263	72.8	72.7	X
	30560	Amusement machines operated by this establishment	51	246 150	7 124	2.9	1.5	90.8
	30563	Video games	35	101 265	6 008	5.9	1.3	X
	30564	Other amusement machines, excluding billiard or pool tables	15	144 426	1 091	.8	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	24	111 760	2 027	1.8	.4	X
	30590	Advertising, including endorsement fees	14	33 081	757	2.3	.2	X
	30680	Amounts received for the use of recreational facilities	17	115 576	1 865	1.6	.4	X
	39000	Merchandise sales	86	367 212	22 096	6.0	4.6	85.0
	39019	All other merchandise, not specified by type	86	367 212	22 096	6.0	4.6	X
	39200	Sales of food and beverages	127	453 072	72 281	16.0	15.0	85.8
	39201	Sales of food and nonalcoholic beverages	127	453 072	69 057	15.2	14.4	X
	39202	Sales of alcoholic beverages	25	184 860	3 224	1.7	.7	X
	39250	Rental or lease of goods and/or equipment	40	183 047	4 369	2.4	.9	X
	39500	All other receipts	52	341 673	16 793	4.9	3.5	84.7
	39512	All other operating receipts	52	341 673	16 793	4.9	3.5	X
7131102		Amusement parks (except waterparks)	296	X	7 693 690	X	100.0	97.9
	30400	Membership dues	6	35 137	1 530	4.4	Z	X
	30500	Admissions, excluding admission taxes	288	7 681 758	4 345 064	56.6	56.5	X
	30560	Amusement machines operated by this establishment	145	5 166 367	88 618	1.7	1.2	92.3
	30561	Phonograph, compact disc, or video jukeboxes	10	203 140	55	Z	Z	X
	30562	Pinball machines	31	251 957	1 461	.6	Z	X
	30563	Video games	88	3 066 258	33 165	1.1	.4	X
	30564	Other amusement machines, excluding billiard or pool tables	82	2 405 782	53 937	2.2	.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	70	2 126 917	110 101	5.2	1.4	X
	30590	Advertising, including endorsement fees	46	1 136 189	24 557	2.2	.3	X
	30680	Amounts received for the use of recreational facilities	37	289 889	17 144	5.9	.2	X
	30700	Lodging	16	233 666	12 172	5.2	.2	X
	39000	Merchandise sales	193	7 090 288	1 032 696	14.6	13.4	92.5
	39017	Fuels and lubricants	9	293 836	1 117	.4	Z	X
	39019	All other merchandise, not specified by type	192	7 074 515	1 025 944	14.5	13.3	X
	39200	Sales of food and beverages	220	7 471 738	1 390 598	18.6	18.1	93.2
	39201	Sales of food and nonalcoholic beverages	218	7 469 356	1 341 016	18.0	17.4	X
	39202	Sales of alcoholic beverages	72	4 552 368	49 582	1.1	.6	X
	39250	Rental or lease of goods and/or equipment	68	3 853 039	40 972	1.1	.5	X
	39500	All other receipts	138	6 708 015	628 364	9.4	8.2	95.9
	39512	All other operating receipts	138	6 708 015	628 364	9.4	8.2	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7131		Amusement parks and arcades—Con.						
71312		Amusement arcades	2 571	X	1 269 152	X	100.0	73.6
	30400	Membership dues	34	13 831	587	4.2	Z	X
	30500	Admissions, excluding admission taxes	446	342 318	169 823	49.6	13.4	X
	30560	Amusement machines operated by this establishment	2 571	1 269 152	700 078	55.2	55.2	66.5
	30561	Phonograph, compact disc, or video jukeboxes	144	117 938	19 677	16.7	1.6	X
	30562	Pinball machines	673	294 964	15 521	5.3	1.2	X
	30563	Video games	2 282	1 074 173	432 789	40.3	34.1	X
	30564	Other amusement machines, excluding billiard or pool tables	1 624	628 817	232 091	36.9	18.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	101	93 698	12 569	13.4	1.0	X
	30590	Advertising, including endorsement fees	72	39 049	1 527	3.9	.1	X
	30680	Amounts received for the use of recreational facilities	539	421 851	173 785	41.2	13.7	X
	39000	Merchandise sales	292	364 022	19 292	5.3	1.5	71.9
	39019	All other merchandise, not specified by type	292	364 022	19 292	5.3	1.5	X
	39200	Sales of food and beverages	1 018	815 516	149 588	18.3	11.8	72.2
	39201	Sales of food and nonalcoholic beverages	1 005	812 928	132 159	16.3	10.4	X
	39202	Sales of alcoholic beverages	97	152 075	17 429	11.5	1.4	X
	39250	Rental or lease of goods and/or equipment	89	80 237	9 130	11.4	.7	X
	39500	All other receipts	280	280 134	32 744	11.7	2.6	73.0
	39512	All other operating receipts	280	280 134	32 744	11.7	2.6	X
713120		Amusement arcades	2 571	X	1 269 152	X	100.0	73.6
	30400	Membership dues	34	13 831	587	4.2	Z	X
	30500	Admissions, excluding admission taxes	446	342 318	169 823	49.6	13.4	X
	30560	Amusement machines operated by this establishment	2 571	1 269 152	700 078	55.2	55.2	66.5
	30561	Phonograph, compact disc, or video jukeboxes	144	117 938	19 677	16.7	1.6	X
	30562	Pinball machines	673	294 964	15 521	5.3	1.2	X
	30563	Video games	2 282	1 074 173	432 789	40.3	34.1	X
	30564	Other amusement machines, excluding billiard or pool tables	1 624	628 817	232 091	36.9	18.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	101	93 698	12 569	13.4	1.0	X
	30590	Advertising, including endorsement fees	72	39 049	1 527	3.9	.1	X
	30680	Amounts received for the use of recreational facilities	539	421 851	173 785	41.2	13.7	X
	39000	Merchandise sales	292	364 022	19 292	5.3	1.5	71.9
	39019	All other merchandise, not specified by type	292	364 022	19 292	5.3	1.5	X
	39200	Sales of food and beverages	1 018	815 516	149 588	18.3	11.8	72.2
	39201	Sales of food and nonalcoholic beverages	1 005	812 928	132 159	16.3	10.4	X
	39202	Sales of alcoholic beverages	97	152 075	17 429	11.5	1.4	X
	39250	Rental or lease of goods and/or equipment	89	80 237	9 130	11.4	.7	X
	39500	All other receipts	280	280 134	32 744	11.7	2.6	73.0
	39512	All other operating receipts	280	280 134	32 744	11.7	2.6	X
7132		Gambling industries	2 072	X	18 892 878	X	100.0	79.5
	30400	Membership dues	19	104 925	15 026	14.3	.1	X
	30500	Admissions, excluding admission taxes	127	1 963 478	74 095	3.8	.4	X
	30560	Amusement machines operated by this establishment	240	2 065 950	44 750	2.2	.2	60.2
	30561	Phonograph, compact disc, or video jukeboxes	62	163 552	4 320	2.6	Z	X
	30562	Pinball machines	58	446 950	1 315	.3	Z	X
	30563	Video games	194	1 820 200	23 952	1.3	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	57	489 182	15 163	3.1	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	133	1 001 257	12 984	1.3	.1	X
	30590	Advertising, including endorsement fees	12	160 156	1 955	1.2	Z	X
	30640	Gaming receipts	2 072	18 892 878	17 405 460	92.1	92.1	76.7
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	1 752	17 965 540	16 344 485	91.0	86.5	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	377	2 180 336	1 060 975	48.7	5.6	X
	30680	Amounts received for the use of recreational facilities	48	252 203	11 213	4.4	.1	X
	30700	Lodging	7	385 815	11 848	3.1	.1	X
	39000	Merchandise sales	320	8 360 678	119 697	1.4	.6	75.7
	39017	Fuels and lubricants	21	357 595	35 296	9.9	.2	X
	39019	All other merchandise, not specified by type	305	8 187 040	84 392	1.0	.4	X
	39200	Sales of food and beverages	1 032	15 705 627	1 059 256	6.7	5.6	73.5
	39201	Sales of food and nonalcoholic beverages	892	15 198 657	785 103	5.2	4.2	X
	39202	Sales of alcoholic beverages	756	10 263 973	274 153	2.7	1.5	X
	39250	Rental or lease of goods and/or equipment	24	462 658	2 088	.5	Z	X
	39500	All other receipts	448	9 319 730	134 244	1.4	.7	71.4
	39512	All other operating receipts	448	9 319 730	134 244	1.4	.7	X
71321		Casinos (except casino hotels)	356	X	12 386 830	X	100.0	82.9
	30500	Admissions, excluding admission taxes	42	1 244 368	18 978	1.5	.2	X
	30560	Amusement machines operated by this establishment	61	1 319 787	10 343	.8	.1	57.8
	30562	Pinball machines	31	362 798	265	.1	Z	X
	30563	Video games	49	1 166 312	7 033	.6	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	13	324 046	2 996	.9	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	60	671 781	10 156	1.5	.1	X
	30640	Gaming receipts	356	12 386 830	11 359 092	91.7	91.7	82.1
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	356	12 386 830	11 185 207	90.3	90.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	26	1 101 871	173 885	15.8	1.4	X
	30680	Amounts received for the use of recreational facilities	10	189 310	4 927	2.6	Z	X
	39000	Merchandise sales	140	7 278 085	91 476	1.3	.7	79.5
	39017	Fuels and lubricants	6	152 675	21 951	14.4	.2	X
	39019	All other merchandise, not specified by type	140	7 278 085	69 525	1.0	.6	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7132		Gambling industries—Con.						
71321		Casinos (except casino hotels)—Con.						
	39200	Sales of food and beverages	331	11 982 275	790 252	6.6	6.4	75.8
	39201	Sales of food and nonalcoholic beverages	295	11 566 023	596 446	5.2	4.8	X
	39202	Sales of alcoholic beverages	277	8 183 274	193 806	2.4	1.6	X
	39250	Rental or lease of goods and/or equipment	12	445 270	355	.1	Z	X
	39500	All other receipts	183	7 040 930	93 362	1.3	.8	74.4
	39512	All other operating receipts	183	7 040 930	93 362	1.3	.8	X
713210		Casinos (except casino hotels)	356	X	12 386 830	X	100.0	82.9
	30500	Admissions, excluding admission taxes	42	1 244 368	18 978	1.5	.2	X
	30560	Amusement machines operated by this establishment	61	1 319 787	10 343	.8	.1	57.8
	30562	Pinball machines	31	362 798	265	.1	Z	X
	30563	Video games	49	1 166 312	7 033	.6	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	13	324 046	2 996	.9	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	60	671 781	10 156	1.5	.1	X
	30640	Gaming receipts	356	12 386 830	11 359 092	91.7	91.7	82.1
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	356	12 386 830	11 185 207	90.3	90.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	26	1 101 871	173 885	15.8	1.4	X
	30680	Amounts received for the use of recreational facilities	10	189 310	4 927	2.6	Z	X
	39000	Merchandise sales	140	7 278 085	91 476	1.3	.7	79.5
	39017	Fuels and lubricants	6	152 675	21 951	14.4	.2	X
	39019	All other merchandise, not specified by type	140	7 278 085	69 525	1.0	.6	X
	39200	Sales of food and beverages	331	11 982 275	790 252	6.6	6.4	75.8
	39201	Sales of food and nonalcoholic beverages	295	11 566 023	596 446	5.2	4.8	X
	39202	Sales of alcoholic beverages	277	8 183 274	193 806	2.4	1.6	X
	39250	Rental or lease of goods and/or equipment	12	445 270	355	.1	Z	X
	39500	All other receipts	183	7 040 930	93 362	1.3	.8	74.4
	39512	All other operating receipts	183	7 040 930	93 362	1.3	.8	X
71329		Other gambling industries	1 716	X	6 506 048	X	100.0	73.1
	30400	Membership dues	18	102 584	15 022	14.6	.2	X
	30500	Admissions, excluding admission taxes	85	719 110	55 117	7.7	.8	X
	30560	Amusement machines operated by this establishment	179	746 163	34 407	4.6	.5	65.6
	30561	Phonograph, compact disc, or video jukeboxes	60	135 802	4 271	3.1	.1	X
	30562	Pinball machines	27	84 152	1 050	1.2	Z	X
	30563	Video games	145	653 888	16 919	2.6	.3	X
	30564	Other amusement machines, excluding billiard or pool tables	44	165 136	12 167	7.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	73	329 476	2 828	.9	Z	X
	30590	Advertising, including endorsement fees	7	32 881	1 722	5.2	Z	X
	30640	Gaming receipts	1 716	6 506 048	6 046 368	92.9	92.9	66.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	1 396	5 578 710	5 159 278	92.5	79.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	351	1 078 465	887 090	82.3	13.6	X
	30680	Amounts received for the use of recreational facilities	38	62 893	6 286	10.0	.1	X
	39000	Merchandise sales	180	1 082 593	28 221	2.6	.4	65.9
	39017	Fuels and lubricants	15	204 920	13 345	6.5	.2	X
	39019	All other merchandise, not specified by type	165	908 955	14 867	1.6	.2	X
	39200	Sales of food and beverages	701	3 723 352	269 004	7.2	4.1	70.1
	39201	Sales of food and nonalcoholic beverages	597	3 632 634	188 657	5.2	2.9	X
	39202	Sales of alcoholic beverages	479	2 080 699	80 347	3.9	1.2	X
	39250	Rental or lease of goods and/or equipment	12	17 388	1 733	10.0	Z	X
	39500	All other receipts	265	2 278 800	40 882	1.8	.6	65.6
	39512	All other operating receipts	265	2 278 800	40 882	1.8	.6	X
713290		Other gambling industries	1 716	X	6 506 048	X	100.0	73.1
	30400	Membership dues	18	102 584	15 022	14.6	.2	X
	30500	Admissions, excluding admission taxes	85	719 110	55 117	7.7	.8	X
	30560	Amusement machines operated by this establishment	179	746 163	34 407	4.6	.5	65.6
	30561	Phonograph, compact disc, or video jukeboxes	60	135 802	4 271	3.1	.1	X
	30562	Pinball machines	27	84 152	1 050	1.2	Z	X
	30563	Video games	145	653 888	16 919	2.6	.3	X
	30564	Other amusement machines, excluding billiard or pool tables	44	165 136	12 167	7.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	73	329 476	2 828	.9	Z	X
	30590	Advertising, including endorsement fees	7	32 881	1 722	5.2	Z	X
	30640	Gaming receipts	1 716	6 506 048	6 046 368	92.9	92.9	66.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	1 396	5 578 710	5 159 278	92.5	79.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	351	1 078 465	887 090	82.3	13.6	X
	30680	Amounts received for the use of recreational facilities	38	62 893	6 286	10.0	.1	X
	39000	Merchandise sales	180	1 082 593	28 221	2.6	.4	65.9
	39017	Fuels and lubricants	15	204 920	13 345	6.5	.2	X
	39019	All other merchandise, not specified by type	165	908 955	14 867	1.6	.2	X
	39200	Sales of food and beverages	701	3 723 352	269 004	7.2	4.1	70.1
	39201	Sales of food and nonalcoholic beverages	597	3 632 634	188 657	5.2	2.9	X
	39202	Sales of alcoholic beverages	479	2 080 699	80 347	3.9	1.2	X
	39250	Rental or lease of goods and/or equipment	12	17 388	1 733	10.0	Z	X
	39500	All other receipts	265	2 278 800	40 882	1.8	.6	65.6
	39512	All other operating receipts	265	2 278 800	40 882	1.8	.6	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
713		Arts, entertainment, and recreation—Con.						
7132		Amusement, gambling, and recreation industries—Con.						
71329		Gambling industries—Con.						
713290		Other gambling industries—Con.						
7132901		Other gambling industries—Con.						
		Slot machine operators	331	X	1 758 687	X	100.0	84.2
	30560	Amusement machines operated by this establishment	59	188 116	13 980	7.4	.8	84.2
	30561	Phonograph, compact disc, or video jukeboxes	47	131 655	3 988	3.0	.2	X
	30562	Pinball machines	27	84 152	1 050	1.2	.1	X
	30563	Video games	44	132 799	3 779	2.8	.2	X
	30564	Other amusement machines, excluding billiard or pool tables	38	132 319	5 163	3.9	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	12	91 198	746	.8	Z	X
	30640	Gaming receipts	331	1 758 687	1 625 696	92.4	92.4	80.1
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	283	1 535 909	1 427 959	93.0	81.2	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	52	265 318	197 737	74.5	11.2	X
	30680	Amounts received for the use of recreational facilities	15	37 408	2 058	5.5	.1	X
	39000	Merchandise sales	33	110 076	18 080	16.4	1.0	84.2
	39017	Fuels and lubricants	6	38 087	11 675	30.7	.7	X
	39019	All other merchandise, not specified by type	27	103 271	6 396	6.2	.4	X
	39200	Sales of food and beverages	164	1 101 090	86 504	7.9	4.9	81.8
	39201	Sales of food and nonalcoholic beverages	118	1 054 481	64 156	6.1	3.6	X
	39202	Sales of alcoholic beverages	149	457 550	22 348	4.9	1.3	X
	39500	All other receipts	61	794 534	10 278	1.3	.6	83.0
	39512	All other operating receipts	61	794 534	10 278	1.3	.6	X
7132902		Lottery, bingo, bookie, and other betting operation	1 385	X	4 747 361	X	100.0	68.9
	30400	Membership dues	18	102 584	15 022	14.6	.3	X
	30500	Admissions, excluding admission taxes	84	717 848	55 036	7.7	1.2	X
	30560	Amusement machines operated by this establishment	120	558 047	20 427	3.7	.4	59.2
	30561	Phonograph, compact disc, or video jukeboxes	13	4 147	283	6.8	Z	X
	30563	Video games	101	521 089	13 140	2.5	.3	X
	30564	Other amusement machines, excluding billiard or pool tables	6	32 817	7 004	21.3	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	61	238 278	2 082	.9	Z	X
	30640	Gaming receipts	1 385	4 747 361	4 420 672	93.1	93.1	61.4
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	1 113	4 042 801	3 731 319	92.3	78.6	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	299	813 147	689 353	84.8	14.5	X
	30680	Amounts received for the use of recreational facilities	23	25 485	4 228	16.6	.1	X
	39000	Merchandise sales	147	972 517	10 141	1.0	.2	61.5
	39017	Fuels and lubricants	9	166 833	1 670	1.0	Z	X
	39019	All other merchandise, not specified by type	138	805 684	8 471	1.1	.2	X
	39200	Sales of food and beverages	537	2 622 262	182 500	7.0	3.8	65.7
	39201	Sales of food and nonalcoholic beverages	479	2 578 153	124 501	4.8	2.6	X
	39202	Sales of alcoholic beverages	330	1 623 149	57 999	3.6	1.2	X
	39250	Rental or lease of goods and/or equipment	12	17 388	1 733	10.0	Z	X
	39500	All other receipts	204	1 484 266	30 604	2.1	.6	58.1
	39512	All other operating receipts	204	1 484 266	30 604	2.1	.6	X
7139		Other amusement and recreation services	60 828	X	46 674 391	X	100.0	68.3
	30200	Tuition, fees, and other payments from providing academic or technical instruction	10 022	11 222 550	1 649 853	14.7	3.5	X
	30400	Membership dues	32 092	28 282 005	15 297 525	54.1	32.8	X
	30500	Admissions, excluding admission taxes	8 750	6 852 152	2 019 146	29.5	4.3	X
	30560	Amusement machines operated by this establishment	8 931	5 588 702	1 710 793	30.6	3.7	54.5
	30561	Phonograph, compact disc, or video jukeboxes	1 899	1 383 104	233 037	16.8	.5	X
	30562	Pinball machines	2 090	1 195 098	97 521	8.2	.2	X
	30563	Video games	6 679	3 995 020	758 291	19.0	1.6	X
	30564	Other amusement machines, excluding billiard or pool tables	2 805	2 046 289	621 944	30.4	1.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	3 462	3 275 876	144 785	4.4	.3	X
	30590	Advertising, including endorsement fees	2 644	2 238 320	82 042	3.7	.2	X
	30640	Gaming receipts	1 550	906 270	242 010	26.7	.5	60.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	1 091	620 153	177 315	28.6	.4	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	529	313 575	62 454	19.9	.1	X
	30680	Amounts received for the use of recreational facilities	27 562	25 410 455	10 000 860	39.4	21.4	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	4 868	4 038 918	1 334 035	33.0	2.9	X
	30700	Lodging	1 542	2 551 504	213 637	8.4	.5	X
	30800	Personal and household goods repair and maintenance	2 313	2 034 227	495 688	24.4	1.1	68.0
	30803	Boat repair and maintenance	2 313	2 034 227	495 688	24.4	1.1	X
	39000	Merchandise sales	24 481	24 615 026	2 372 256	9.6	5.1	66.0
	39017	Fuels and lubricants	2 691	2 442 351	254 403	10.4	.5	X
	39018	Boats and marine equipment	1 785	1 547 544	479 233	31.0	1.0	X
	39019	All other merchandise, not specified by type	23 043	23 465 576	1 638 620	7.0	3.5	X
	39200	Sales of food and beverages	33 222	31 279 960	6 643 340	21.2	14.2	66.4
	39201	Sales of food and nonalcoholic beverages	32 686	30 873 794	4 617 585	15.0	9.9	X
	39202	Sales of alcoholic beverages	17 701	23 185 586	2 025 755	8.7	4.3	X
	39250	Rental or lease of goods and/or equipment	13 657	15 247 582	1 219 186	8.0	2.6	X
	39500	All other receipts	16 561	20 644 453	1 930 218	9.4	4.1	65.9
	39512	All other operating receipts	16 561	20 644 453	1 930 218	9.4	4.1	X
	39700	Contributions, gifts, and grants: Government	1 461	1 317 131	187 804	14.3	.4	X
	39710	Contributions, gifts, and grants: Private	3 745	2 955 823	494 384	16.7	1.1	X
	39720	Investment income, including interest and dividends	3 360	5 202 754	63 997	1.2	.1	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
713		Arts, entertainment, and recreation—Con.						
7139		Amusement, gambling, and recreation industries—Con.						
		Other amusement and recreation services—Con.						
	39730	Gains (losses) from assets sold	536	1 192 881	-94	Z	Z	X
	39900	All other revenue	3 281	4 167 973	572 926	13.7	1.2	61.7
	39911	All other revenue	3 281	4 167 973	572 926	13.7	1.2	X
71391		Golf courses and country clubs	12 261	X	17 533 703	X	100.0	74.6
	30200	Tuition, fees, and other payments from providing academic or technical instruction	1 367	3 208 132	146 703	4.6	.8	X
	30400	Membership dues	8 688	14 033 315	5 904 724	42.1	33.7	X
	30500	Admissions, excluding admission taxes	1 531	2 774 838	431 210	15.5	2.5	X
	30560	Amusement machines operated by this establishment	610	584 079	70 185	12.0	.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	343	586 501	31 825	5.4	.2	X
	30590	Advertising, including endorsement fees	560	567 685	15 000	2.6	.1	X
	30640	Gaming receipts	120	121 742	22 315	18.3	.1	50.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	64	51 468	3 906	7.6	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	59	73 709	18 409	25.0	.1	X
	30680	Amounts received for the use of recreational facilities	10 069	14 162 640	4 189 497	29.6	23.9	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	327	457 095	11 405	2.5	.1	X
	30700	Lodging	475	1 351 636	90 005	6.7	.5	X
	30800	Personal and household goods repair and maintenance	37	52 716	1 675	3.2	Z	74.6
	30803	Boat repair and maintenance	37	52 716	1 675	3.2	Z	X
	39000	Merchandise sales	6 961	10 067 308	836 428	8.3	4.8	73.5
	39017	Fuels and lubricants	89	248 719	4 600	1.8	Z	X
	39018	Boats and marine equipment	26	9 538	250	2.6	Z	X
	39019	All other merchandise, not specified by type	6 900	9 967 903	831 578	8.3	4.7	X
	39200	Sales of food and beverages	10 444	15 976 609	3 931 228	24.6	22.4	73.1
	39201	Sales of food and nonalcoholic beverages	10 297	15 853 289	2 917 205	18.4	16.6	X
	39202	Sales of alcoholic beverages	8 870	14 893 369	1 014 023	6.8	5.8	X
	39250	Rental or lease of goods and/or equipment	6 656	9 285 147	862 114	9.3	4.9	X
	39500	All other receipts	4 644	8 915 274	736 184	8.3	4.2	73.5
	39512	All other operating receipts	4 644	8 915 274	736 184	8.3	4.2	X
	39700	Contributions, gifts, and grants: Government	35	36 091	3 685	10.2	Z	X
	39710	Contributions, gifts, and grants: Private	283	287 599	31 415	10.9	.2	X
	39720	Investment income, including interest and dividends	1 148	3 421 855	19 375	.6	.1	X
	39730	Gains (losses) from assets sold	291	889 660	-974	-1	Z	X
	39900	All other revenue	963	2 520 595	199 704	7.9	1.1	73.9
	39911	All other revenue	963	2 520 595	199 704	7.9	1.1	X
713910		Golf courses and country clubs	12 261	X	17 533 703	X	100.0	74.6
	30200	Tuition, fees, and other payments from providing academic or technical instruction	1 367	3 208 132	146 703	4.6	.8	X
	30400	Membership dues	8 688	14 033 315	5 904 724	42.1	33.7	X
	30500	Admissions, excluding admission taxes	1 531	2 774 838	431 210	15.5	2.5	X
	30560	Amusement machines operated by this establishment	610	584 079	70 185	12.0	.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	343	586 501	31 825	5.4	.2	X
	30590	Advertising, including endorsement fees	560	567 685	15 000	2.6	.1	X
	30640	Gaming receipts	120	121 742	22 315	18.3	.1	50.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	64	51 468	3 906	7.6	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	59	73 709	18 409	25.0	.1	X
	30680	Amounts received for the use of recreational facilities	10 069	14 162 640	4 189 497	29.6	23.9	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	327	457 095	11 405	2.5	.1	X
	30700	Lodging	475	1 351 636	90 005	6.7	.5	X
	30800	Personal and household goods repair and maintenance	37	52 716	1 675	3.2	Z	74.6
	30803	Boat repair and maintenance	37	52 716	1 675	3.2	Z	X
	39000	Merchandise sales	6 961	10 067 308	836 428	8.3	4.8	73.5
	39017	Fuels and lubricants	89	248 719	4 600	1.8	Z	X
	39018	Boats and marine equipment	26	9 538	250	2.6	Z	X
	39019	All other merchandise, not specified by type	6 900	9 967 903	831 578	8.3	4.7	X
	39200	Sales of food and beverages	10 444	15 976 609	3 931 228	24.6	22.4	73.1
	39201	Sales of food and nonalcoholic beverages	10 297	15 853 289	2 917 205	18.4	16.6	X
	39202	Sales of alcoholic beverages	8 870	14 893 369	1 014 023	6.8	5.8	X
	39250	Rental or lease of goods and/or equipment	6 656	9 285 147	862 114	9.3	4.9	X
	39500	All other receipts	4 644	8 915 274	736 184	8.3	4.2	73.5
	39512	All other operating receipts	4 644	8 915 274	736 184	8.3	4.2	X
	39700	Contributions, gifts, and grants: Government	35	36 091	3 685	10.2	Z	X
	39710	Contributions, gifts, and grants: Private	283	287 599	31 415	10.9	.2	X
	39720	Investment income, including interest and dividends	1 148	3 421 855	19 375	.6	.1	X
	39730	Gains (losses) from assets sold	291	889 660	-974	-1	Z	X
	39900	All other revenue	963	2 520 595	199 704	7.9	1.1	73.9
	39911	All other revenue	963	2 520 595	199 704	7.9	1.1	X
71392		Skiing facilities	387	X	1 801 235	X	100.0	74.0
	30200	Tuition, fees, and other payments from providing academic or technical instruction	219	1 302 879	163 399	12.5	9.1	X
	30400	Membership dues	53	213 269	13 372	6.3	.7	X
	30500	Admissions, excluding admission taxes	121	351 883	138 071	39.2	7.7	X
	30560	Amusement machines operated by this establishment	39	110 641	3 289	3.0	.2	74.0
	30563	Video games	30	86 947	2 641	3.0	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	7	21 320	644	3.0	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	68	421 238	5 601	1.3	.3	X
	30590	Advertising, including endorsement fees	65	322 294	3 396	1.1	.2	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71392		Skiing facilities—Con.						
	30680	Amounts received for the use of recreational facilities	319	1 598 931	927 272	58.0	51.5	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	7	17 786	1 222	6.9	.1	X
	30700	Lodging	53	346 161	33 555	9.7	1.9	X
	39000	Merchandise sales	245	1 427 800	96 940	6.8	5.4	73.7
	39019	All other merchandise, not specified by type	240	1 422 793	96 063	6.8	5.3	X
	39200	Sales of food and beverages	322	1 677 043	213 389	12.7	11.8	68.0
	39201	Sales of food and nonalcoholic beverages	320	1 672 811	183 441	11.0	10.2	X
	39202	Sales of alcoholic beverages	235	1 533 871	29 948	2.0	1.7	X
	39250	Rental or lease of goods and/or equipment	274	1 364 185	94 377	6.9	5.2	X
	39500	All other receipts	193	1 491 146	107 352	7.2	6.0	74.0
	39512	All other operating receipts	193	1 491 146	107 352	7.2	6.0	X
713920		Skiing facilities	387	X	1 801 235	X	100.0	74.0
	30200	Tuition, fees, and other payments from providing academic or technical instruction	219	1 302 879	163 399	12.5	9.1	X
	30400	Membership dues	53	213 269	13 372	6.3	.7	X
	30500	Admissions, excluding admission taxes	121	351 883	138 071	39.2	7.7	X
	30560	Amusement machines operated by this establishment	39	110 641	3 289	3.0	.2	74.0
	30563	Video games	30	86 947	2 641	3.0	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	7	21 320	644	3.0	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	68	421 238	5 601	1.3	.3	X
	30590	Advertising, including endorsement fees	65	322 294	3 396	1.1	.2	X
	30680	Amounts received for the use of recreational facilities	319	1 598 931	927 272	58.0	51.5	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	7	17 786	1 222	6.9	.1	X
	30700	Lodging	53	346 161	33 555	9.7	1.9	X
	39000	Merchandise sales	245	1 427 800	96 940	6.8	5.4	73.7
	39019	All other merchandise, not specified by type	240	1 422 793	96 063	6.8	5.3	X
	39200	Sales of food and beverages	322	1 677 043	213 389	12.7	11.8	68.0
	39201	Sales of food and nonalcoholic beverages	320	1 672 811	183 441	11.0	10.2	X
	39202	Sales of alcoholic beverages	235	1 533 871	29 948	2.0	1.7	X
	39250	Rental or lease of goods and/or equipment	274	1 364 185	94 377	6.9	5.2	X
	39500	All other receipts	193	1 491 146	107 352	7.2	6.0	74.0
	39512	All other operating receipts	193	1 491 146	107 352	7.2	6.0	X
71393		Marinas	4 272	X	3 351 721	X	100.0	60.8
	30200	Tuition, fees, and other payments from providing academic or technical instruction	245	261 179	12 953	5.0	.4	X
	30400	Membership dues	656	583 857	189 689	32.5	5.7	X
	30500	Admissions, excluding admission taxes	94	99 380	6 231	6.3	.2	X
	30560	Amusement machines operated by this establishment	40	61 098	1 185	1.9	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	177	164 300	7 717	4.7	.2	X
	30590	Advertising, including endorsement fees	150	119 674	2 093	1.7	.1	X
	30640	Gaming receipts	34	29 555	3 856	13.0	.1	36.6
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	18	12 888	198	1.5	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	31	19 142	3 658	19.1	.1	X
	30680	Amounts received for the use of recreational facilities	209	240 379	21 062	8.8	.6	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	4 272	3 351 721	1 307 940	39.0	39.0	X
	30700	Lodging	401	304 315	24 538	8.1	.7	X
	30800	Personal and household goods repair and maintenance	2 191	1 929 145	487 217	25.3	14.5	60.5
	30803	Boat repair and maintenance	2 191	1 929 145	487 217	25.3	14.5	X
	39000	Merchandise sales	3 062	2 575 436	811 739	31.5	24.2	60.1
	39017	Fuels and lubricants	2 387	2 069 495	242 090	11.7	7.2	X
	39018	Boats and marine equipment	1 643	1 478 471	472 895	32.0	14.1	X
	39019	All other merchandise, not specified by type	1 872	1 613 155	96 754	6.0	2.9	X
	39200	Sales of food and beverages	1 976	1 594 201	271 011	17.0	8.1	58.9
	39201	Sales of food and nonalcoholic beverages	1 951	1 576 483	202 386	12.8	6.0	X
	39202	Sales of alcoholic beverages	1 129	1 064 595	68 625	6.4	2.0	X
	39250	Rental or lease of goods and/or equipment	802	628 060	56 343	9.0	1.7	X
	39500	All other receipts	1 581	1 425 336	148 147	10.4	4.4	57.3
	39512	All other operating receipts	1 581	1 425 336	148 147	10.4	4.4	X
713930		Marinas	4 272	X	3 351 721	X	100.0	60.8
	30200	Tuition, fees, and other payments from providing academic or technical instruction	245	261 179	12 953	5.0	.4	X
	30400	Membership dues	656	583 857	189 689	32.5	5.7	X
	30500	Admissions, excluding admission taxes	94	99 380	6 231	6.3	.2	X
	30560	Amusement machines operated by this establishment	40	61 098	1 185	1.9	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	177	164 300	7 717	4.7	.2	X
	30590	Advertising, including endorsement fees	150	119 674	2 093	1.7	.1	X
	30640	Gaming receipts	34	29 555	3 856	13.0	.1	36.6
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	18	12 888	198	1.5	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	31	19 142	3 658	19.1	.1	X
	30680	Amounts received for the use of recreational facilities	209	240 379	21 062	8.8	.6	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	4 272	3 351 721	1 307 940	39.0	39.0	X
	30700	Lodging	401	304 315	24 538	8.1	.7	X
	30800	Personal and household goods repair and maintenance	2 191	1 929 145	487 217	25.3	14.5	60.5
	30803	Boat repair and maintenance	2 191	1 929 145	487 217	25.3	14.5	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71393		Marinas—Con.						
713930		Marinas—Con.						
	39000	Merchandise sales	3 062	2 575 436	811 739	31.5	24.2	60.1
	39017	Fuels and lubricants	2 387	2 069 495	242 090	11.7	7.2	X
	39018	Boats and marine equipment	1 643	1 478 471	472 895	32.0	14.1	X
	39019	All other merchandise, not specified by type	1 872	1 613 155	96 754	6.0	2.9	X
	39200	Sales of food and beverages	1 976	1 594 201	271 011	17.0	8.1	58.9
	39201	Sales of food and nonalcoholic beverages	1 951	1 576 483	202 386	12.8	6.0	X
	39202	Sales of alcoholic beverages	1 129	1 064 595	68 625	6.4	2.0	X
	39250	Rental or lease of goods and/or equipment	802	628 060	56 343	9.0	1.7	X
	39500	All other receipts	1 581	1 425 336	148 147	10.4	4.4	57.3
	39512	All other operating receipts	1 581	1 425 336	148 147	10.4	4.4	X
71394		Fitness and recreational sports centers	25 290	X	14 987 647	X	100.0	67.6
	30200	Tuition, fees, and other payments from providing academic or technical instruction	7 210	5 916 317	1 183 665	20.0	7.9	X
	30400	Membership dues	19 283	12 108 300	8 620 854	71.2	57.5	X
	30500	Admissions, excluding admission taxes	4 232	2 199 935	636 766	28.9	4.2	X
	30560	Amusement machines operated by this establishment	1 640	832 520	87 250	10.5	.6	55.6
	30561	Phonograph, compact disc, or video jukeboxes	29	14 489	2 993	20.7	Z	X
	30562	Pinball machines	181	48 580	4 298	8.8	Z	X
	30563	Video games	1 266	619 886	72 105	11.6	.5	X
	30564	Other amusement machines, excluding billiard or pool tables	361	216 644	7 854	3.6	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 104	982 454	49 738	5.1	.3	X
	30590	Advertising, including endorsement fees	1 016	796 097	34 342	4.3	.2	X
	30640	Gaming receipts	181	67 396	20 305	30.1	.1	29.6
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	100	25 909	4 987	19.2	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	91	42 530	15 318	36.0	.1	X
	30680	Amounts received for the use of recreational facilities	6 272	4 189 285	1 797 064	42.9	12.0	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	101	137 673	4 357	3.2	Z	X
	30700	Lodging	173	308 388	39 423	12.8	.3	X
	30800	Personal and household goods repair and maintenance	33	37 833	6 172	16.3	Z	67.6
	30803	Boat repair and maintenance	33	37 833	6 172	16.3	Z	X
	39000	Merchandise sales	8 647	7 600 561	371 464	4.9	2.5	63.0
	39017	Fuels and lubricants	101	53 264	2 631	4.9	Z	X
	39018	Boats and marine equipment	14	13 958	3 567	25.6	Z	X
	39019	All other merchandise, not specified by type	8 558	7 561 852	365 266	4.8	2.4	X
	39200	Sales of food and beverages	10 406	6 928 771	641 056	9.3	4.3	65.5
	39201	Sales of food and nonalcoholic beverages	10 315	6 802 099	554 625	8.2	3.7	X
	39202	Sales of alcoholic beverages	1 211	1 963 516	86 431	4.4	.6	X
	39250	Rental or lease of goods and/or equipment	2 311	1 674 807	63 958	3.8	.4	X
	39500	All other receipts	6 119	6 105 033	638 592	10.5	4.3	63.1
	39512	All other operating receipts	6 119	6 105 033	638 592	10.5	4.3	X
	39700	Contributions, gifts, and grants: Government	1 054	1 096 292	132 621	12.1	.9	X
	39710	Contributions, gifts, and grants: Private	2 349	2 150 470	336 259	15.6	2.2	X
	39720	Investment income, including interest and dividends	1 549	1 342 046	32 134	2.4	.2	X
	39730	Gains (losses) from assets sold	147	187 809	-378	-2	Z	X
	39900	All other revenue	1 566	1 305 600	292 005	22.4	1.9	48.1
	39911	All other revenue	1 566	1 305 600	292 005	22.4	1.9	X
713940		Fitness and recreational sports centers	25 290	X	14 987 647	X	100.0	67.6
	30200	Tuition, fees, and other payments from providing academic or technical instruction	7 210	5 916 317	1 183 665	20.0	7.9	X
	30400	Membership dues	19 283	12 108 300	8 620 854	71.2	57.5	X
	30500	Admissions, excluding admission taxes	4 232	2 199 935	636 766	28.9	4.2	X
	30560	Amusement machines operated by this establishment	1 640	832 520	87 250	10.5	.6	55.6
	30561	Phonograph, compact disc, or video jukeboxes	29	14 489	2 993	20.7	Z	X
	30562	Pinball machines	181	48 580	4 298	8.8	Z	X
	30563	Video games	1 266	619 886	72 105	11.6	.5	X
	30564	Other amusement machines, excluding billiard or pool tables	361	216 644	7 854	3.6	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 104	982 454	49 738	5.1	.3	X
	30590	Advertising, including endorsement fees	1 016	796 097	34 342	4.3	.2	X
	30640	Gaming receipts	181	67 396	20 305	30.1	.1	29.6
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	100	25 909	4 987	19.2	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	91	42 530	15 318	36.0	.1	X
	30680	Amounts received for the use of recreational facilities	6 272	4 189 285	1 797 064	42.9	12.0	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	101	137 673	4 357	3.2	Z	X
	30700	Lodging	173	308 388	39 423	12.8	.3	X
	30800	Personal and household goods repair and maintenance	33	37 833	6 172	16.3	Z	67.6
	30803	Boat repair and maintenance	33	37 833	6 172	16.3	Z	X
	39000	Merchandise sales	8 647	7 600 561	371 464	4.9	2.5	63.0
	39017	Fuels and lubricants	101	53 264	2 631	4.9	Z	X
	39018	Boats and marine equipment	14	13 958	3 567	25.6	Z	X
	39019	All other merchandise, not specified by type	8 558	7 561 852	365 266	4.8	2.4	X
	39200	Sales of food and beverages	10 406	6 928 771	641 056	9.3	4.3	65.5
	39201	Sales of food and nonalcoholic beverages	10 315	6 802 099	554 625	8.2	3.7	X
	39202	Sales of alcoholic beverages	1 211	1 963 516	86 431	4.4	.6	X
	39250	Rental or lease of goods and/or equipment	2 311	1 674 807	63 958	3.8	.4	X
	39500	All other receipts	6 119	6 105 033	638 592	10.5	4.3	63.1
	39512	All other operating receipts	6 119	6 105 033	638 592	10.5	4.3	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ALL ESTABLISHMENTS—Con.						
71		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71394		Fitness and recreational sports centers—Con.						
713940		Fitness and recreational sports centers—Con.						
	39700	Contributions, gifts, and grants: Government	1 054	1 096 292	132 621	12.1	.9	X
	39710	Contributions, gifts, and grants: Private	2 349	2 150 470	336 259	15.6	2.2	X
	39720	Investment income, including interest and dividends	1 549	1 342 046	32 134	2.4	.2	X
	39730	Gains (losses) from assets sold	147	187 809	-378	-.2	Z	X
	39900	All other revenue	1 566	1 305 600	292 005	22.4	1.9	48.1
	39911	All other revenue	1 566	1 305 600	292 005	22.4	1.9	X
7139404		Ice skating rinks	443	X	419 950	X	100.0	65.5
	30200	Tuition, fees, and other payments from providing academic or technical instruction	187	215 438	59 891	27.8	14.3	X
	30400	Membership dues	65	40 629	9 842	24.2	2.3	X
	30500	Admissions, excluding admission taxes	293	283 046	59 224	20.9	14.1	X
	30560	Amusement machines operated by this establishment	157	157 216	6 333	4.0	1.5	62.7
	30562	Pinball machines	19	9 116	2 833	31.1	.7	X
	30563	Video games	121	128 258	2 976	2.3	.7	X
	30564	Other amusement machines, excluding billiard or pool tables	25	27 944	524	1.9	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	138	139 910	1 942	1.4	.5	X
	30590	Advertising, including endorsement fees	169	176 851	4 864	2.8	1.2	X
	30640	Gaming receipts	9	3 712	1 215	32.7	.3	65.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	7	1 636	1 067	65.2	.3	X
	30680	Amounts received for the use of recreational facilities	385	388 349	197 279	50.8	47.0	X
	30700	Lodging	8	10 698	648	6.1	.2	X
	39000	Merchandise sales	212	230 312	29 195	12.7	7.0	62.6
	39017	Fuels and lubricants	10	6 219	713	11.5	.2	X
	39019	All other merchandise, not specified by type	204	226 940	28 482	12.6	6.8	X
	39200	Sales of food and beverages	308	304 053	26 812	8.8	6.4	63.7
	39201	Sales of food and nonalcoholic beverages	304	298 910	25 140	8.4	6.0	X
	39202	Sales of alcoholic beverages	28	40 717	1 672	4.1	.4	X
	39250	Rental or lease of goods and/or equipment	189	191 776	8 771	4.6	2.1	X
	39500	All other receipts	194	181 113	13 867	7.7	3.3	64.7
	39512	All other operating receipts	194	181 113	13 867	7.7	3.3	X
7139405		Roller skating rinks	1 540	X	396 485	X	100.0	61.7
	30200	Tuition, fees, and other payments from providing academic or technical instruction	170	58 458	2 073	3.5	.5	X
	30400	Membership dues	142	41 462	1 932	4.7	.5	X
	30500	Admissions, excluding admission taxes	1 466	372 545	206 109	55.3	52.0	X
	30560	Amusement machines operated by this establishment	931	259 748	19 054	7.3	4.8	60.2
	30561	Phonograph, compact disc, or video jukeboxes	20	4 364	666	15.3	.2	X
	30562	Pinball machines	153	35 396	1 430	4.0	.4	X
	30563	Video games	703	189 288	11 835	6.3	3.0	X
	30564	Other amusement machines, excluding billiard or pool tables	220	76 903	5 123	6.7	1.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	277	96 099	3 015	3.1	.8	X
	30590	Advertising, including endorsement fees	65	12 050	4 430	3.6	.1	X
	30640	Gaming receipts	12	1 650	263	15.9	.1	44.0
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	10	968	48	5.0	Z	X
	30680	Amounts received for the use of recreational facilities	502	159 367	41 112	25.8	10.4	X
	39000	Merchandise sales	876	266 153	25 451	9.6	6.4	60.8
	39017	Fuels and lubricants	7	857	7	4.8	Z	X
	39019	All other merchandise, not specified by type	868	265 298	25 369	9.6	6.4	X
	39200	Sales of food and beverages	1 359	355 880	69 574	19.6	17.5	61.3
	39201	Sales of food and nonalcoholic beverages	1 337	351 393	68 120	19.4	17.2	X
	39202	Sales of alcoholic beverages	48	15 182	1 454	9.6	.4	X
	39250	Rental or lease of goods and/or equipment	661	205 589	16 710	8.1	4.2	X
	39500	All other receipts	359	119 669	10 651	8.9	2.7	61.1
	39512	All other operating receipts	359	119 669	10 651	8.9	2.7	X
7139409		Other fitness and recreational sports centers	23 307	X	14 171 212	X	100.0	67.9
	30200	Tuition, fees, and other payments from providing academic or technical instruction	6 853	5 642 421	1 121 701	19.9	7.9	X
	30400	Membership dues	19 076	12 026 209	8 609 080	71.6	60.8	X
	30500	Admissions, excluding admission taxes	2 473	1 544 344	371 433	24.1	2.6	X
	30560	Amusement machines operated by this establishment	552	415 556	61 863	14.9	.4	46.2
	30561	Phonograph, compact disc, or video jukeboxes	9	10 125	2 327	23.0	Z	X
	30562	Pinball machines	9	4 068	35	.9	Z	X
	30563	Video games	442	302 340	57 294	19.0	.4	X
	30564	Other amusement machines, excluding billiard or pool tables	116	111 797	2 207	2.0	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	689	746 445	44 781	6.0	.3	X
	30590	Advertising, including endorsement fees	782	607 196	29 048	4.8	.2	X
	30640	Gaming receipts	160	62 034	18 827	30.3	.1	26.3
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	91	23 591	3 705	15.7	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	76	39 017	15 122	38.8	.1	X
	30680	Amounts received for the use of recreational facilities	5 385	3 641 569	1 558 673	42.8	11.0	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	98	136 001	4 249	3.1	Z	X
	30700	Lodging	160	295 612	38 705	13.1	.3	X
	30800	Personal and household goods repair and maintenance	33	37 833	6 172	16.3	Z	67.9
	30803	Boat repair and maintenance	33	37 833	6 172	16.3	Z	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71394		Fitness and recreational sports centers—Con.						
713940		Fitness and recreational sports centers—Con.						
7139409		Other fitness and recreational sports centers—Con.						
	39000	Merchandise sales	7 559	7 104 096	316 818	4.5	2.2	63.0
	39017	Fuels and lubricants	84	46 188	1 877	4.1	Z	X
	39018	Boats and marine equipment	10	13 408	3 526	26.3	Z	X
	39019	All other merchandise, not specified by type	7 486	7 069 614	311 415	4.4	2.2	X
	39200	Sales of food and beverages	8 739	6 268 838	544 670	8.7	3.8	65.7
	39201	Sales of food and nonalcoholic beverages	8 674	6 151 796	461 365	7.5	3.3	X
	39202	Sales of alcoholic beverages	1 135	1 907 617	83 305	4.4	.6	X
	39250	Rental or lease of goods and/or equipment	1 461	1 277 442	38 477	3.0	.3	X
	39500	All other receipts	5 566	5 804 251	614 074	10.6	4.3	63.1
	39512	All other operating receipts	5 566	5 804 251	614 074	10.6	4.3	X
	39700	Contributions, gifts, and grants: Government	1 054	1 096 292	132 621	12.1	.9	X
	39710	Contributions, gifts, and grants: Private	2 349	2 150 470	336 259	15.6	2.4	X
	39720	Investment income, including interest and dividends	1 549	1 342 046	32 134	2.4	.2	X
	39730	Gains (losses) from assets sold	147	187 809	-378	-2	Z	X
	39900	All other revenue	1 566	1 305 600	292 005	22.4	2.1	48.3
	39911	All other revenue	1 566	1 305 600	292 005	22.4	2.1	X
71395		Bowling centers	4 924	X	3 074 777	X	100.0	77.7
	30200	Tuition, fees, and other payments from providing academic or technical instruction	21	11 836	614	5.2	Z	X
	30400	Membership dues	79	27 777	381	1.4	Z	X
	30500	Admissions, excluding admission taxes	90	64 708	12 440	19.2	.4	X
	30560	Amusement machines operated by this establishment	2 690	1 719 769	72 134	4.2	2.3	74.2
	30561	Phonograph, compact disc, or video jukeboxes	228	88 609	611	.7	Z	X
	30562	Pinball machines	439	233 504	6 297	2.7	.2	X
	30563	Video games	2 213	1 490 405	58 970	4.0	1.9	X
	30564	Other amusement machines, excluding billiard or pool tables	368	207 583	6 256	3.0	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 190	767 119	24 562	3.2	.8	X
	30590	Advertising, including endorsement fees	209	106 482	1 543	1.4	.1	X
	30640	Gaming receipts	686	483 121	66 583	13.8	2.2	77.0
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	480	371 745	59 347	16.0	1.9	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	230	132 454	7 236	5.5	.2	X
	30680	Amounts received for the use of recreational facilities	4 924	3 074 777	1 867 189	60.7	60.7	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	19	6 616	34	.5	Z	X
	30800	Personal and household goods repair and maintenance	6	3 460	244	7.1	Z	77.7
	30803	Boat repair and maintenance	6	3 460	244	7.1	Z	X
	39000	Merchandise sales	1 755	1 007 025	42 011	4.2	1.4	76.8
	39017	Fuels and lubricants	16	8 234	396	4.8	Z	X
	39019	All other merchandise, not specified by type	1 737	997 173	41 542	4.2	1.4	X
	39200	Sales of food and beverages	4 321	2 659 234	847 232	31.9	27.6	76.9
	39201	Sales of food and nonalcoholic beverages	4 173	2 573 892	365 672	14.2	11.9	X
	39202	Sales of alcoholic beverages	3 835	2 474 113	481 560	19.5	15.7	X
	39250	Rental or lease of goods and/or equipment	2 748	1 806 216	99 624	5.5	3.2	X
	39500	All other receipts	1 594	1 221 250	40 095	3.3	1.3	77.6
	39512	All other operating receipts	1 594	1 221 250	40 095	3.3	1.3	X
713950		Bowling centers	4 924	X	3 074 777	X	100.0	77.7
	30200	Tuition, fees, and other payments from providing academic or technical instruction	21	11 836	614	5.2	Z	X
	30400	Membership dues	79	27 777	381	1.4	Z	X
	30500	Admissions, excluding admission taxes	90	64 708	12 440	19.2	.4	X
	30560	Amusement machines operated by this establishment	2 690	1 719 769	72 134	4.2	2.3	74.2
	30561	Phonograph, compact disc, or video jukeboxes	228	88 609	611	.7	Z	X
	30562	Pinball machines	439	233 504	6 297	2.7	.2	X
	30563	Video games	2 213	1 490 405	58 970	4.0	1.9	X
	30564	Other amusement machines, excluding billiard or pool tables	368	207 583	6 256	3.0	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 190	767 119	24 562	3.2	.8	X
	30590	Advertising, including endorsement fees	209	106 482	1 543	1.4	.1	X
	30640	Gaming receipts	686	483 121	66 583	13.8	2.2	77.0
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	480	371 745	59 347	16.0	1.9	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	230	132 454	7 236	5.5	.2	X
	30680	Amounts received for the use of recreational facilities	4 924	3 074 777	1 867 189	60.7	60.7	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	19	6 616	34	.5	Z	X
	30800	Personal and household goods repair and maintenance	6	3 460	244	7.1	Z	77.7
	30803	Boat repair and maintenance	6	3 460	244	7.1	Z	X
	39000	Merchandise sales	1 755	1 007 025	42 011	4.2	1.4	76.8
	39017	Fuels and lubricants	16	8 234	396	4.8	Z	X
	39019	All other merchandise, not specified by type	1 737	997 173	41 542	4.2	1.4	X
	39200	Sales of food and beverages	4 321	2 659 234	847 232	31.9	27.6	76.9
	39201	Sales of food and nonalcoholic beverages	4 173	2 573 892	365 672	14.2	11.9	X
	39202	Sales of alcoholic beverages	3 835	2 474 113	481 560	19.5	15.7	X
	39250	Rental or lease of goods and/or equipment	2 748	1 806 216	99 624	5.5	3.2	X
	39500	All other receipts	1 594	1 221 250	40 095	3.3	1.3	77.6
	39512	All other operating receipts	1 594	1 221 250	40 095	3.3	1.3	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71399		All other amusement and recreation industries	13 694	X	5 925 308	X	100.0	49.2
	30200	Tuition, fees, and other payments from providing academic or technical instruction	960	522 207	142 519	27.3	2.4	X
	30400	Membership dues	3 333	1 315 487	568 505	43.2	9.6	X
	30500	Admissions, excluding admission taxes	2 682	1 361 408	794 428	58.4	13.4	X
	30560	Amusement machines operated by this establishment	3 912	2 280 595	1 476 750	64.8	24.9	42.1
	30561	Phonograph, compact disc, or video jukeboxes	1 486	995 438	179 598	18.0	3.0	X
	30562	Pinball machines	1 467	908 876	86 924	9.6	1.5	X
	30563	Video games	2 857	1 611 367	614 308	38.1	10.4	X
	30564	Other amusement machines, excluding billiard or pool tables	1 883	1 414 853	595 920	42.1	10.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	580	354 264	25 342	7.2	.4	X
	30590	Advertising, including endorsement fees	644	326 088	25 668	7.9	.4	X
	30640	Gaming receipts	529	204 456	128 951	63.1	2.2	44.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	429	158 143	108 877	68.8	1.8	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	118	45 740	17 833	39.0	.3	X
	30680	Amounts received for the use of recreational facilities	5 769	2 144 443	1 198 776	55.9	20.2	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	142	68 027	9 077	13.3	.2	X
	30700	Lodging	436	237 389	26 025	11.0	.4	X
	30800	Personal and household goods repair and maintenance	46	11 073	380	3.4	Z	49.2
	30803	Boat repair and maintenance	46	11 073	380	3.4	Z	X
	39000	Merchandise sales	3 811	1 936 896	213 674	11.0	3.6	45.1
	39017	Fuels and lubricants	94	57 675	4 229	7.3	.1	X
	39018	Boats and marine equipment	98	39 483	2 028	5.1	Z	X
	39019	All other merchandise, not specified by type	3 736	1 902 700	207 417	10.9	3.5	X
	39200	Sales of food and beverages	5 753	2 444 102	739 424	30.3	12.5	45.0
	39201	Sales of food and nonalcoholic beverages	5 630	2 395 220	394 256	16.5	6.7	X
	39202	Sales of alcoholic beverages	2 421	1 256 122	345 168	27.5	5.8	X
	39250	Rental or lease of goods and/or equipment	866	489 167	42 770	8.7	.7	X
	39500	All other receipts	2 430	1 486 414	259 848	17.5	4.4	44.3
	39512	All other operating receipts	2 430	1 486 414	259 848	17.5	4.4	X
	39700	Contributions, gifts, and grants: Government	372	184 748	51 498	27.9	.9	X
	39710	Contributions, gifts, and grants: Private	1 113	517 754	126 710	24.5	2.1	X
	39720	Investment income, including interest and dividends	663	438 853	12 488	2.8	.2	X
	39730	Gains (losses) from assets sold	98	115 412	1 258	1.1	Z	X
	39900	All other revenue	752	341 778	81 217	23.8	1.4	42.0
	39911	All other revenue	752	341 778	81 217	23.8	1.4	X
713990		All other amusement and recreation industries	13 694	X	5 925 308	X	100.0	49.2
	30200	Tuition, fees, and other payments from providing academic or technical instruction	960	522 207	142 519	27.3	2.4	X
	30400	Membership dues	3 333	1 315 487	568 505	43.2	9.6	X
	30500	Admissions, excluding admission taxes	2 682	1 361 408	794 428	58.4	13.4	X
	30560	Amusement machines operated by this establishment	3 912	2 280 595	1 476 750	64.8	24.9	42.1
	30561	Phonograph, compact disc, or video jukeboxes	1 486	995 438	179 598	18.0	3.0	X
	30562	Pinball machines	1 467	908 876	86 924	9.6	1.5	X
	30563	Video games	2 857	1 611 367	614 308	38.1	10.4	X
	30564	Other amusement machines, excluding billiard or pool tables	1 883	1 414 853	595 920	42.1	10.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	580	354 264	25 342	7.2	.4	X
	30590	Advertising, including endorsement fees	644	326 088	25 668	7.9	.4	X
	30640	Gaming receipts	529	204 456	128 951	63.1	2.2	44.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	429	158 143	108 877	68.8	1.8	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	118	45 740	17 833	39.0	.3	X
	30680	Amounts received for the use of recreational facilities	5 769	2 144 443	1 198 776	55.9	20.2	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	142	68 027	9 077	13.3	.2	X
	30700	Lodging	436	237 389	26 025	11.0	.4	X
	30800	Personal and household goods repair and maintenance	46	11 073	380	3.4	Z	49.2
	30803	Boat repair and maintenance	46	11 073	380	3.4	Z	X
	39000	Merchandise sales	3 811	1 936 896	213 674	11.0	3.6	45.1
	39017	Fuels and lubricants	94	57 675	4 229	7.3	.1	X
	39018	Boats and marine equipment	98	39 483	2 028	5.1	Z	X
	39019	All other merchandise, not specified by type	3 736	1 902 700	207 417	10.9	3.5	X
	39200	Sales of food and beverages	5 753	2 444 102	739 424	30.3	12.5	45.0
	39201	Sales of food and nonalcoholic beverages	5 630	2 395 220	394 256	16.5	6.7	X
	39202	Sales of alcoholic beverages	2 421	1 256 122	345 168	27.5	5.8	X
	39250	Rental or lease of goods and/or equipment	866	489 167	42 770	8.7	.7	X
	39500	All other receipts	2 430	1 486 414	259 848	17.5	4.4	44.3
	39512	All other operating receipts	2 430	1 486 414	259 848	17.5	4.4	X
	39700	Contributions, gifts, and grants: Government	372	184 748	51 498	27.9	.9	X
	39710	Contributions, gifts, and grants: Private	1 113	517 754	126 710	24.5	2.1	X
	39720	Investment income, including interest and dividends	663	438 853	12 488	2.8	.2	X
	39730	Gains (losses) from assets sold	98	115 412	1 258	1.1	Z	X
	39900	All other revenue	752	341 778	81 217	23.8	1.4	42.0
	39911	All other revenue	752	341 778	81 217	23.8	1.4	X
7139901		Dance halls	214	X	82 344	X	100.0	37.7
	30500	Admissions, excluding admission taxes	119	51 338	16 167	31.5	19.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	15	19 321	2 079	10.8	2.5	X
	30590	Advertising, including endorsement fees	7	12 838	2 425	18.9	2.9	X
	30680	Amounts received for the use of recreational facilities	214	82 344	35 078	42.6	42.6	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71399		All other amusement and recreation industries—Con.						
713990		All other amusement and recreation industries—Con.						
7139901		Dance halls—Con.						
	39000	Merchandise sales	8	8 177	151	1.8	.2	37.7
	39019	All other merchandise, not specified by type	8	8 177	151	1.8	.2	X
	39200	Sales of food and beverages	174	68 194	22 652	33.2	27.5	37.7
	39201	Sales of food and nonalcoholic beverages	156	61 779	8 092	13.1	9.8	X
	39202	Sales of alcoholic beverages	103	39 687	14 560	36.7	17.7	X
	39250	Rental or lease of goods and/or equipment	7	9 632	82	.9	.1	X
	39500	All other receipts	57	17 782	2 666	15.0	3.2	37.7
	39512	All other operating receipts	57	17 782	2 666	15.0	3.2	X
7139902		Concession operators of amusement devices and rides	958	X	430 957	X	100.0	25.7
	30500	Admissions, excluding admission taxes	57	24 476	13 663	55.8	3.2	X
	30560	Amusement machines operated by this establishment	219	129 096	24 447	18.9	5.7	25.3
	30561	Phonograph, compact disc, or video jukeboxes	23	23 717	852	3.6	.2	X
	30562	Pinball machines	35	26 397	390	1.5	.1	X
	30563	Video games	161	84 374	11 071	13.1	2.6	X
	30564	Other amusement machines, excluding billiard or pool tables	68	51 525	12 134	23.6	2.8	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	24	12 599	843	6.7	.2	X
	30590	Advertising, including endorsement fees	42	19 225	529	2.8	.1	X
	30640	Gaming receipts	12	4 927	2 241	45.5	.5	X
	30680	Amounts received for the use of recreational facilities	958	430 957	342 388	79.4	79.4	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	6	1 136	17	1.5	Z	X
	30700	Lodging	8	3 735	256	6.9	.1	X
	30800	Personal and household goods repair and maintenance	6	1 136	9	.8	Z	25.7
	30803	Boat repair and maintenance	6	1 136	9	.8	Z	X
	39000	Merchandise sales	171	80 953	6 844	8.5	1.6	25.7
	39019	All other merchandise, not specified by type	171	80 953	6 844	8.5	1.6	X
	39200	Sales of food and beverages	388	180 095	32 909	18.3	7.6	25.7
	39201	Sales of food and nonalcoholic beverages	388	180 095	30 661	17.0	7.1	X
	39202	Sales of alcoholic beverages	32	14 050	2 248	16.0	.5	X
	39250	Rental or lease of goods and/or equipment	59	16 010	3 642	22.7	.8	X
	39500	All other receipts	66	57 268	3 169	5.5	.7	25.7
	39512	All other operating receipts	66	57 268	3 169	5.5	.7	X
7139904		Miniature golf courses	1 392	X	396 744	X	100.0	62.5
	30200	Tuition, fees, and other payments from providing academic or technical instruction	171	84 455	8 029	9.5	2.0	X
	30400	Membership dues	92	38 833	5 716	14.7	1.4	X
	30500	Admissions, excluding admission taxes	406	110 277	91 399	82.9	23.0	X
	30560	Amusement machines operated by this establishment	202	62 892	9 492	15.1	2.4	56.3
	30562	Pinball machines	22	5 761	73	1.3	Z	X
	30563	Video games	173	57 211	8 434	14.7	2.1	X
	30564	Other amusement machines, excluding billiard or pool tables	40	8 001	977	12.2	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	65	38 504	959	2.5	.2	X
	30590	Advertising, including endorsement fees	37	15 154	133	.9	Z	X
	30680	Amounts received for the use of recreational facilities	1 030	301 662	217 927	72.2	54.9	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	12	2 869	531	18.5	.1	X
	39000	Merchandise sales	439	181 487	24 086	13.3	6.1	62.0
	39017	Fuels and lubricants	6	7 199	435	6.0	.1	X
	39019	All other merchandise, not specified by type	432	179 122	23 554	13.2	5.9	X
	39200	Sales of food and beverages	834	259 731	29 430	11.3	7.4	61.9
	39201	Sales of food and nonalcoholic beverages	815	255 705	23 179	9.1	5.8	X
	39202	Sales of alcoholic beverages	207	85 370	6 251	7.3	1.6	X
	39250	Rental or lease of goods and/or equipment	52	36 375	4 113	11.3	1.0	X
	39500	All other receipts	146	79 720	4 903	6.2	1.2	62.5
	39512	All other operating receipts	146	79 720	4 903	6.2	1.2	X
7139905		Coin-operated amusement devices (except slot machine operation)	2 291	X	1 577 643	X	100.0	56.7
	30200	Tuition, fees, and other payments from providing academic or technical instruction	6	1 082	128	11.8	Z	X
	30400	Membership dues	28	20 724	78	.4	Z	X
	30500	Admissions, excluding admission taxes	79	31 793	9 744	30.6	.6	X
	30560	Amusement machines operated by this establishment	2 291	1 577 643	1 369 671	86.8	86.8	48.9
	30561	Phonograph, compact disc, or video jukeboxes	1 239	883 546	172 301	19.5	10.9	X
	30562	Pinball machines	1 185	786 358	82 512	10.5	5.2	X
	30563	Video games	1 812	1 171 475	569 589	48.6	36.1	X
	30564	Other amusement machines, excluding billiard or pool tables	1 278	1 123 172	545 269	48.5	34.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	42	21 382	9 015	42.2	.6	X
	30590	Advertising, including endorsement fees	16	6 620	49	.7	Z	X
	30640	Gaming receipts	74	67 324	42 352	62.9	2.7	53.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	49	46 298	28 516	61.6	1.8	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	26	21 026	13 836	65.8	.9	X
	30680	Amounts received for the use of recreational facilities	134	89 742	16 094	17.9	1.0	X
	30700	Lodging	7	3 411	122	3.6	Z	X
	39000	Merchandise sales	372	235 137	33 005	14.0	2.1	55.2
	39019	All other merchandise, not specified by type	372	235 137	33 005	14.0	2.1	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ALL ESTABLISHMENTS—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71399		All other amusement and recreation industries—Con.						
713990		All other amusement and recreation industries—Con.						
7139905		Coin-operated amusement devices (except slot machine operation)—Con.						
	39200	Sales of food and beverages	248	177 230	34 335	19.4	2.2	55.4
	39201	Sales of food and nonalcoholic beverages	245	175 400	31 686	18.1	2.0	X
	39202	Sales of alcoholic beverages	33	9 011	2 649	29.4	.2	X
	39250	Rental or lease of goods and/or equipment	52	53 638	1 923	3.6	.1	X
	39500	All other receipts	371	341 190	61 127	17.9	3.9	55.7
	39512	All other operating receipts	371	341 190	61 127	17.9	3.9	X
7139908		All other miscellaneous amusement and recreation services	8 839	X	3 437 620	X	100.0	47.4
	30200	Tuition, fees, and other payments from providing academic or technical instruction	779	431 234	133 668	31.0	3.9	X
	30400	Membership dues	3 212	1 250 319	562 675	45.0	16.4	X
	30500	Admissions, excluding admission taxes	2 021	1 143 524	663 455	58.0	19.3	X
	30560	Amusement machines operated by this establishment	1 195	509 395	73 108	14.4	2.1	38.1
	30561	Phonograph, compact disc, or video jukeboxes	221	87 772	6 437	7.3	.2	X
	30562	Pinball machines	225	90 360	3 949	4.4	.1	X
	30563	Video games	711	298 307	25 214	8.5	.7	X
	30564	Other amusement machines, excluding billiard or pool tables	492	230 586	37 508	16.3	1.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	434	262 458	12 446	4.7	.4	X
	30590	Advertising, including endorsement fees	542	272 251	22 532	8.3	.7	X
	30640	Gaming receipts	439	129 919	84 050	64.7	2.4	43.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	378	110 937	80 079	72.2	2.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	90	23 336	3 971	17.0	.1	X
	30680	Amounts received for the use of recreational facilities	3 433	1 239 738	587 289	47.4	17.1	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	124	64 022	8 529	13.3	.2	X
	30700	Lodging	421	230 243	25 647	11.1	.7	X
	30800	Personal and household goods repair and maintenance	40	9 937	3 371	3.7	Z	47.4
	30803	Boat repair and maintenance	40	9 937	3 371	3.7	Z	X
	39000	Merchandise sales	2 821	1 431 142	149 588	10.5	4.4	42.2
	39017	Fuels and lubricants	88	50 476	3 794	7.5	.1	X
	39018	Boats and marine equipment	93	36 986	1 931	5.2	.1	X
	39019	All other merchandise, not specified by type	2 753	1 399 311	143 863	10.3	4.2	X
	39200	Sales of food and beverages	4 109	1 758 852	620 098	35.3	18.0	42.0
	39201	Sales of food and nonalcoholic beverages	4 026	1 722 241	300 638	17.5	8.7	X
	39202	Sales of alcoholic beverages	2 046	1 108 004	319 460	28.8	9.3	X
	39250	Rental or lease of goods and/or equipment	696	373 512	33 010	8.8	1.0	X
	39500	All other receipts	1 790	990 454	187 983	19.0	5.5	40.6
	39512	All other operating receipts	1 790	990 454	187 983	19.0	5.5	X
	39700	Contributions, gifts, and grants: Government	372	184 748	51 498	27.9	1.5	X
	39710	Contributions, gifts, and grants: Private	1 113	517 754	126 710	24.5	3.7	X
	39720	Investment income, including interest and dividends	663	438 853	12 488	2.8	.4	X
	39730	Gains (losses) from assets sold	98	115 412	1 258	1.1	Z	X
	39900	All other revenue	752	341 778	81 217	23.8	2.4	40.5
	39911	All other revenue	752	341 778	81 217	23.8	2.4	X
		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX						
71		Arts, entertainment, and recreation	23 392	X	27 969 288	X	100.0	79.5
711		Performing arts, spectator sports, and related industries	6 061	X	8 789 209	X	100.0	80.2
	30400	Membership dues	1 426	1 223 970	64 038	5.2	.7	X
	30500	Admissions, excluding admission taxes	4 778	7 866 046	3 053 201	38.8	34.7	X
	30510	Contract fees from providing entertainment	1 777	4 145 702	692 725	16.7	7.9	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	140	175 524	6 788	3.9	.1	X
	30530	Writing fees	8	9 504	334	3.5	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	305	2 851 233	302 970	10.6	3.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	1 813	5 028 104	291 304	5.8	3.3	X
	30560	Amusement machines operated by this establishment	24	51 598	1 297	2.5	Z	X
	30570	Sales of programs	454	926 653	18 680	2.0	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	612	1 343 273	105 633	7.9	1.2	X
	30590	Advertising, including endorsement fees	2 129	3 506 566	69 228	2.0	.8	X
	39000	Merchandise sales	2 032	4 617 618	80 397	1.7	.9	X
	39200	Sales of food and beverages	1 857	2 910 176	136 076	4.7	1.5	X
	39500	All other receipts	2 633	5 917 837	470 095	7.9	5.3	X
	39700	Contributions, gifts, and grants: Government	4 153	6 962 215	448 110	6.4	5.1	X
	39710	Contributions, gifts, and grants: Private	5 271	7 952 076	2 494 138	31.4	28.4	X
	39720	Investment income, including interest and dividends	2 634	6 787 193	218 337	3.2	2.5	X
	39730	Gains (losses) from assets sold	412	1 594 868	-93 860	-5.9	-1.1	X
	39900	All other revenue	2 450	4 171 083	429 718	10.3	4.9	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies	4 067	X	4 639 534	X	100.0	77.7
	30400	Membership dues	942	699 904	33 789	4.8	.7	X
	30500	Admissions, excluding admission taxes	3 344	4 384 765	1 869 339	42.6	40.3	X
	30510	Contract fees from providing entertainment	1 522	2 561 928	214 282	8.4	4.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	54	62 946	934	1.5	Z	X
	30530	Writing fees	8	9 504	334	3.5	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	240	1 474 526	28 132	1.9	.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	961	2 098 222	66 756	3.2	1.4	X
	30570	Sales of programs	224	536 747	10 529	2.0	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	99	457 050	3 814	.8	.1	X
	30590	Advertising, including endorsement fees	1 478	1 461 501	31 899	2.2	.7	X
	39000	Merchandise sales	1 304	2 110 368	33 562	1.6	.7	76.9
	39013	Sales of other merchandise, not specified by type	1 304	2 110 368	33 562	1.6	.7	X
	39200	Sales of food and beverages	1 141	1 686 631	44 296	2.6	1.0	73.5
	39201	Sales of food and nonalcoholic beverages	1 089	1 587 315	29 782	1.9	.6	X
	39202	Sales of alcoholic beverages	384	1 038 657	14 514	1.4	.3	X
	39500	All other receipts	1 764	3 043 954	191 514	6.3	4.1	76.5
	39507	All other operating receipts	1 764	3 043 954	191 514	6.3	4.1	X
	39700	Contributions, gifts, and grants: Government	2 961	4 013 559	224 984	5.6	4.8	75.7
	39701	National Endowment for the Arts	692	2 196 593	25 803	1.2	.6	X
	39702	All other federal, state, county, and municipal	2 931	3 905 603	199 181	5.1	4.3	X
	39710	Contributions, gifts, and grants: Private	3 785	4 471 461	1 645 791	36.8	35.5	73.2
	39711	Individuals	3 628	4 404 128	894 347	20.3	19.3	X
	39712	Foundations	2 912	4 214 332	357 448	8.5	7.7	X
	39713	Business and industry	2 673	3 976 479	265 884	6.7	5.7	X
	39714	Other, including labor unions, etc.	676	1 534 381	128 112	8.3	2.8	X
	39720	Investment income, including interest and dividends	1 644	3 467 747	151 949	4.4	3.3	X
	39730	Gains (losses) from assets sold	266	1 103 850	-67 187	-6.1	-1.4	X
	39900	All other revenue	1 670	1 758 957	154 787	8.8	3.3	76.2
	39907	All other revenue	1 670	1 758 957	154 787	8.8	3.3	X
71111		Theater companies and dinner theaters	2 062	X	2 538 174	X	100.0	78.6
	30400	Membership dues	437	532 596	15 242	2.9	.6	X
	30500	Admissions, excluding admission taxes	1 781	2 408 526	1 177 228	48.9	46.4	X
	30510	Contract fees from providing entertainment	536	903 437	68 904	7.6	2.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	23	22 446	400	1.8	Z	X
	30530	Writing fees	8	9 504	334	3.5	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	124	847 695	15 555	1.8	.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	753	1 487 214	52 307	3.5	2.1	X
	30570	Sales of programs	130	375 576	5 717	1.5	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	79	286 034	3 019	1.1	.1	X
	30590	Advertising, including endorsement fees	812	928 060	17 253	1.9	.7	X
	39000	Merchandise sales	562	966 381	10 925	1.1	.4	77.5
	39013	Sales of other merchandise, not specified by type	562	966 381	10 925	1.1	.4	X
	39200	Sales of food and beverages	957	1 317 063	35 582	2.7	1.4	75.2
	39201	Sales of food and nonalcoholic beverages	922	1 260 663	24 877	2.0	1.0	X
	39202	Sales of alcoholic beverages	319	751 442	10 705	1.4	.4	X
	39500	All other receipts	965	1 652 596	105 831	6.4	4.2	77.6
	39507	All other operating receipts	965	1 652 596	105 831	6.4	4.2	X
	39700	Contributions, gifts, and grants: Government	1 472	2 124 855	121 508	5.7	4.8	77.0
	39701	National Endowment for the Arts	397	1 214 937	18 516	1.5	.7	X
	39702	All other federal, state, county, and municipal	1 455	2 086 569	102 992	4.9	4.1	X
	39710	Contributions, gifts, and grants: Private	1 914	2 427 722	789 393	32.5	31.1	75.9
	39711	Individuals	1 834	2 393 702	439 919	18.4	17.3	X
	39712	Foundations	1 433	2 280 237	177 146	7.8	7.0	X
	39713	Business and industry	1 311	2 134 015	126 995	6.0	5.0	X
	39714	Other, including labor unions, etc.	338	730 458	45 333	6.2	1.8	X
	39720	Investment income, including interest and dividends	825	1 951 246	60 837	3.1	2.4	X
	39730	Gains (losses) from assets sold	134	799 204	-14 846	-1.9	-6	X
	39900	All other revenue	774	869 717	72 958	8.4	2.9	77.7
	39907	All other revenue	774	869 717	72 958	8.4	2.9	X
711110		Theater companies and dinner theaters	2 062	X	2 538 174	X	100.0	78.6
	30400	Membership dues	437	532 596	15 242	2.9	.6	X
	30500	Admissions, excluding admission taxes	1 781	2 408 526	1 177 228	48.9	46.4	X
	30510	Contract fees from providing entertainment	536	903 437	68 904	7.6	2.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	23	22 446	400	1.8	Z	X
	30530	Writing fees	8	9 504	334	3.5	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	124	847 695	15 555	1.8	.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	753	1 487 214	52 307	3.5	2.1	X
	30570	Sales of programs	130	375 576	5 717	1.5	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	79	286 034	3 019	1.1	.1	X
	30590	Advertising, including endorsement fees	812	928 060	17 253	1.9	.7	X
	39000	Merchandise sales	562	966 381	10 925	1.1	.4	77.5
	39013	Sales of other merchandise, not specified by type	562	966 381	10 925	1.1	.4	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71111		Theater companies and dinner theaters—Con.						
711110		Theater companies and dinner theaters—Con.						
	39200	Sales of food and beverages	957	1 317 063	35 582	2.7	1.4	75.2
	39201	Sales of food and nonalcoholic beverages	922	1 260 663	24 877	2.0	1.0	X
	39202	Sales of alcoholic beverages	319	751 442	10 705	1.4	.4	X
	39500	All other receipts	965	1 652 596	105 831	6.4	4.2	77.6
	39507	All other operating receipts	965	1 652 596	105 831	6.4	4.2	X
	39700	Contributions, gifts, and grants: Government	1 472	2 124 855	121 508	5.7	4.8	77.0
	39701	National Endowment for the Arts	397	1 214 937	18 516	1.5	.7	X
	39702	All other federal, state, county, and municipal	1 455	2 086 569	102 992	4.9	4.1	X
	39710	Contributions, gifts, and grants: Private	1 914	2 427 722	789 393	32.5	31.1	75.9
	39711	Individuals	1 834	2 393 702	439 919	18.4	17.3	X
	39712	Foundations	1 433	2 280 237	177 146	7.8	7.0	X
	39713	Business and industry	1 311	2 134 015	126 995	6.0	5.0	X
	39714	Other, including labor unions, etc.	338	730 458	45 333	6.2	1.8	X
	39720	Investment income, including interest and dividends	825	1 951 246	60 837	3.1	2.4	X
	39730	Gains (losses) from assets sold	134	799 204	-14 846	-1.9	-6	X
	39900	All other revenue	774	869 717	72 958	8.4	2.9	77.7
	39907	All other revenue	774	869 717	72 958	8.4	2.9	X
7111101		Opera companies	161	X	716 276	X	100.0	91.2
	30400	Membership dues	28	298 234	1 168	.4	.2	X
	30500	Admissions, excluding admission taxes	154	712 554	288 993	40.6	40.3	X
	30510	Contract fees from providing entertainment	52	405 536	5 278	1.3	.7	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	6	251 424	9 765	3.9	1.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	43	433 354	7 158	1.7	1.0	X
	30570	Sales of programs	7	246 338	318	.1	Z	X
	30590	Advertising, including endorsement fees	64	196 761	4 610	2.3	.6	X
	39000	Merchandise sales	52	234 934	2 634	1.1	.4	91.2
	39013	Sales of other merchandise, not specified by type	52	234 934	2 634	1.1	.4	X
	39200	Sales of food and beverages	35	327 110	7 300	2.2	1.0	89.1
	39201	Sales of food and nonalcoholic beverages	35	327 110	6 058	1.9	.8	X
	39202	Sales of alcoholic beverages	17	94 819	1 242	1.3	.2	X
	39500	All other receipts	74	505 275	20 308	4.0	2.8	91.1
	39507	All other operating receipts	74	505 275	20 308	4.0	2.8	X
	39700	Contributions, gifts, and grants: Government	140	696 585	29 323	4.2	4.1	90.5
	39701	National Endowment for the Arts	53	473 308	12 215	2.6	1.7	X
	39702	All other federal, state, county, and municipal	137	664 453	17 108	2.6	2.4	X
	39710	Contributions, gifts, and grants: Private	156	702 897	293 843	41.8	41.0	90.0
	39711	Individuals	153	698 908	203 823	29.2	28.5	X
	39712	Foundations	148	690 256	49 602	7.2	6.9	X
	39713	Business and industry	141	613 655	26 955	4.4	3.8	X
	39714	Other, including labor unions, etc.	49	274 493	13 463	4.9	1.9	X
	39720	Investment income, including interest and dividends	94	621 013	27 278	4.4	3.8	X
	39730	Gains (losses) from assets sold	29	367 438	-4 768	-1.3	-7	X
	39900	All other revenue	85	238 554	22 896	9.6	3.2	91.2
	39907	All other revenue	85	238 554	22 896	9.6	3.2	X
7111102		Theater companies	1 901	X	1 821 898	X	100.0	73.6
	30400	Membership dues	409	234 362	14 074	6.0	.8	X
	30500	Admissions, excluding admission taxes	1 627	1 695 972	888 235	52.4	48.8	X
	30510	Contract fees from providing entertainment	484	497 901	63 626	12.8	3.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	21	14 362	228	1.6	Z	X
	30530	Writing fees	8	9 504	334	3.5	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	118	596 271	5 790	1.0	.3	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	710	1 053 860	45 149	4.3	2.5	X
	30570	Sales of programs	123	129 238	5 399	4.2	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	79	286 034	3 019	1.1	.2	X
	30590	Advertising, including endorsement fees	748	231 299	12 643	1.7	.7	X
	39000	Merchandise sales	510	731 447	8 291	1.1	.5	72.2
	39013	Sales of other merchandise, not specified by type	510	731 447	8 291	1.1	.5	X
	39200	Sales of food and beverages	922	989 953	28 282	2.9	1.6	69.9
	39201	Sales of food and nonalcoholic beverages	887	933 553	18 819	2.0	1.0	X
	39202	Sales of alcoholic beverages	302	656 623	9 463	1.4	.5	X
	39500	All other receipts	891	1 147 321	85 523	7.5	4.7	72.3
	39507	All other operating receipts	891	1 147 321	85 523	7.5	4.7	X
	39700	Contributions, gifts, and grants: Government	1 332	1 428 270	92 185	6.5	5.1	71.6
	39701	National Endowment for the Arts	344	741 629	6 301	.9	.3	X
	39702	All other federal, state, county, and municipal	1 318	1 422 116	85 884	6.0	4.7	X
	39710	Contributions, gifts, and grants: Private	1 758	1 724 825	495 550	28.7	27.2	70.3
	39711	Individuals	1 681	1 694 794	236 096	13.9	13.0	X
	39712	Foundations	1 285	1 589 981	127 544	8.0	7.0	X
	39713	Business and industry	1 170	1 520 360	100 040	6.6	5.5	X
	39714	Other, including labor unions, etc.	289	455 965	31 870	7.0	1.7	X
	39720	Investment income, including interest and dividends	731	1 330 233	33 559	2.5	1.8	X
	39730	Gains (losses) from assets sold	105	431 766	-10 078	-2.3	-6	X
	39900	All other revenue	689	631 163	50 062	7.9	2.7	72.4
	39907	All other revenue	689	631 163	50 062	7.9	2.7	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71112		Dance companies.....	424	X	405 573	X	100.0	71.8
	30400	Membership dues.....	63	36 388	1 489	4.1	.4	X
	30500	Admissions, excluding admission taxes.....	346	376 332	137 199	36.5	33.8	X
	30510	Contract fees from providing entertainment.....	257	253 260	36 393	14.4	9.0	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	14	9 045	227	2.5	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works.....	19	75 774	364	.5	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	94	217 634	3 569	1.6	.9	X
	30570	Sales of programs.....	26	18 611	1 748	9.4	.4	X
	30590	Advertising, including endorsement fees.....	116	74 625	1 935	2.6	.5	X
	39000	Merchandise sales.....	193	315 656	5 061	1.6	1.2	71.6
	39013	Sales of other merchandise, not specified by type.....	193	315 656	5 061	1.6	1.2	X
	39200	Sales of food and beverages.....	24	11 539	58	.5	Z	70.9
	39201	Sales of food and nonalcoholic beverages.....	24	11 539	58	.5	Z	X
	39500	All other receipts.....	223	311 002	29 878	9.6	7.4	71.7
	39507	All other operating receipts.....	223	311 002	29 878	9.6	7.4	X
	39700	Contributions, gifts, and grants: Government.....	353	367 758	21 738	5.9	5.4	68.7
	39701	National Endowment for the Arts.....	105	181 870	2 459	1.4	.6	X
	39702	All other federal, state, county, and municipal.....	348	364 951	19 279	5.3	4.8	X
	39710	Contributions, gifts, and grants: Private.....	406	402 348	154 582	38.4	38.1	68.4
	39711	Individuals.....	381	397 075	77 432	19.5	19.1	X
	39712	Foundations.....	360	393 452	41 844	10.6	10.3	X
	39713	Business and industry.....	302	357 321	22 465	6.3	5.5	X
	39714	Other, including labor unions, etc.....	96	146 194	12 841	8.8	3.2	X
	39720	Investment income, including interest and dividends.....	129	223 931	3 505	1.6	.9	X
	39730	Gains (losses) from assets sold.....	13	31 372	-4 377	-14.0	-1.1	X
	39900	All other revenue.....	187	187 308	12 201	6.5	3.0	71.1
	39907	All other revenue.....	187	187 308	12 201	6.5	3.0	X
711120		Dance companies.....	424	X	405 573	X	100.0	71.8
	30400	Membership dues.....	63	36 388	1 489	4.1	.4	X
	30500	Admissions, excluding admission taxes.....	346	376 332	137 199	36.5	33.8	X
	30510	Contract fees from providing entertainment.....	257	253 260	36 393	14.4	9.0	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	14	9 045	227	2.5	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works.....	19	75 774	364	.5	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	94	217 634	3 569	1.6	.9	X
	30570	Sales of programs.....	26	18 611	1 748	9.4	.4	X
	30590	Advertising, including endorsement fees.....	116	74 625	1 935	2.6	.5	X
	39000	Merchandise sales.....	193	315 656	5 061	1.6	1.2	71.6
	39013	Sales of other merchandise, not specified by type.....	193	315 656	5 061	1.6	1.2	X
	39200	Sales of food and beverages.....	24	11 539	58	.5	Z	70.9
	39201	Sales of food and nonalcoholic beverages.....	24	11 539	58	.5	Z	X
	39500	All other receipts.....	223	311 002	29 878	9.6	7.4	71.7
	39507	All other operating receipts.....	223	311 002	29 878	9.6	7.4	X
	39700	Contributions, gifts, and grants: Government.....	353	367 758	21 738	5.9	5.4	68.7
	39701	National Endowment for the Arts.....	105	181 870	2 459	1.4	.6	X
	39702	All other federal, state, county, and municipal.....	348	364 951	19 279	5.3	4.8	X
	39710	Contributions, gifts, and grants: Private.....	406	402 348	154 582	38.4	38.1	68.4
	39711	Individuals.....	381	397 075	77 432	19.5	19.1	X
	39712	Foundations.....	360	393 452	41 844	10.6	10.3	X
	39713	Business and industry.....	302	357 321	22 465	6.3	5.5	X
	39714	Other, including labor unions, etc.....	96	146 194	12 841	8.8	3.2	X
	39720	Investment income, including interest and dividends.....	129	223 931	3 505	1.6	.9	X
	39730	Gains (losses) from assets sold.....	13	31 372	-4 377	-14.0	-1.1	X
	39900	All other revenue.....	187	187 308	12 201	6.5	3.0	71.1
	39907	All other revenue.....	187	187 308	12 201	6.5	3.0	X
71113		Musical groups and artists.....	1 494	X	1 649 214	X	100.0	77.7
	30400	Membership dues.....	423	124 150	14 548	11.7	.9	X
	30500	Admissions, excluding admission taxes.....	1 167	1 564 952	538 210	34.4	32.6	X
	30510	Contract fees from providing entertainment.....	695	1 376 515	102 046	7.4	6.2	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	15	30 177	290	1.0	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works.....	94	550 555	12 205	2.2	.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	98	380 238	10 023	2.6	.6	X
	30570	Sales of programs.....	57	117 781	2 507	2.1	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment.....	17	169 912	773	.5	Z	X
	30590	Advertising, including endorsement fees.....	545	451 887	12 487	2.8	.8	X
	39000	Merchandise sales.....	523	795 765	16 563	2.1	1.0	77.3
	39013	Sales of other merchandise, not specified by type.....	523	795 765	16 563	2.1	1.0	X
	39200	Sales of food and beverages.....	144	332 262	6 886	2.1	.4	70.3
	39201	Sales of food and nonalcoholic beverages.....	128	289 565	3 292	1.1	.2	X
	39202	Sales of alcoholic beverages.....	61	283 851	3 594	1.3	.2	X
	39500	All other receipts.....	558	1 073 316	55 149	5.1	3.3	76.0
	39507	All other operating receipts.....	558	1 073 316	55 149	5.1	3.3	X
	39700	Contributions, gifts, and grants: Government.....	1 087	1 489 513	79 606	5.3	4.8	75.7
	39701	National Endowment for the Arts.....	182	796 929	4 724	.6	.3	X
	39702	All other federal, state, county, and municipal.....	1 079	1 422 650	74 882	5.3	4.5	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71113		Musical groups and artists—Con.						
	39710	Contributions, gifts, and grants: Private	1 402	1 603 097	691 122	43.1	41.9	70.3
	39711	Individuals	1 351	1 575 234	373 057	23.7	22.6	X
	39712	Foundations	1 070	1 509 967	135 531	9.0	8.2	X
	39713	Business and industry	1 017	1 451 086	113 443	7.8	6.9	X
	39714	Other, including labor unions, etc.	233	653 625	69 091	10.6	4.2	X
	39720	Investment income, including interest and dividends	668	1 264 049	87 482	6.9	5.3	X
	39730	Gains (losses) from assets sold	113	271 694	-47 969	-17.7	-2.9	X
	39900	All other revenue	690	690 237	67 284	9.7	4.1	75.6
	39907	All other revenue	690	690 237	67 284	9.7	4.1	X
711130		Musical groups and artists	1 494	X	1 649 214	X	100.0	77.7
	30400	Membership dues	423	124 150	14 548	11.7	.9	X
	30500	Admissions, excluding admission taxes	1 167	1 564 952	538 210	34.4	32.6	X
	30510	Contract fees from providing entertainment	695	1 376 515	102 046	7.4	6.2	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	15	30 177	290	1.0	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	94	550 555	12 205	2.2	.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	98	380 238	10 023	2.6	.6	X
	30570	Sales of programs	57	117 781	2 507	2.1	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	17	169 912	773	.5	Z	X
	30590	Advertising, including endorsement fees	545	451 887	12 487	2.8	.8	X
	39000	Merchandise sales	523	795 765	16 563	2.1	1.0	77.3
	39013	Sales of other merchandise, not specified by type	523	795 765	16 563	2.1	1.0	X
	39200	Sales of food and beverages	144	332 262	6 886	2.1	.4	70.3
	39201	Sales of food and nonalcoholic beverages	128	289 565	3 292	1.1	.2	X
	39202	Sales of alcoholic beverages	61	283 851	3 594	1.3	.2	X
	39500	All other receipts	558	1 073 316	55 149	5.1	3.3	76.0
	39507	All other operating receipts	558	1 073 316	55 149	5.1	3.3	X
	39700	Contributions, gifts, and grants: Government	1 087	1 489 513	79 606	5.3	4.8	75.7
	39701	National Endowment for the Arts	182	796 929	4 724	.6	.3	X
	39702	All other federal, state, county, and municipal	1 079	1 422 650	74 882	5.3	4.5	X
	39710	Contributions, gifts, and grants: Private	1 402	1 603 097	691 122	43.1	41.9	70.3
	39711	Individuals	1 351	1 575 234	373 057	23.7	22.6	X
	39712	Foundations	1 070	1 509 967	135 531	9.0	8.2	X
	39713	Business and industry	1 017	1 451 086	113 443	7.8	6.9	X
	39714	Other, including labor unions, etc.	233	653 625	69 091	10.6	4.2	X
	39720	Investment income, including interest and dividends	668	1 264 049	87 482	6.9	5.3	X
	39730	Gains (losses) from assets sold	113	271 694	-47 969	-17.7	-2.9	X
	39900	All other revenue	690	690 237	67 284	9.7	4.1	75.6
	39907	All other revenue	690	690 237	67 284	9.7	4.1	X
7111301		Symphony orchestras and chamber music organizations	764	X	1 414 217	X	100.0	80.0
	30400	Membership dues	118	64 514	5 587	8.7	.4	X
	30500	Admissions, excluding admission taxes	651	1 386 559	492 770	35.5	34.8	X
	30510	Contract fees from providing entertainment	369	1 241 679	75 639	6.1	5.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	11	28 459	215	.8	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	46	518 876	10 942	2.1	.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	48	353 975	8 124	2.3	.6	X
	30570	Sales of programs	34	97 698	2 153	2.2	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	8	166 765	436	.3	Z	X
	30590	Advertising, including endorsement fees	365	394 655	9 779	2.5	.7	X
	39000	Merchandise sales	216	666 359	9 205	1.4	.7	79.9
	39013	Sales of other merchandise, not specified by type	216	666 359	9 205	1.4	.7	X
	39200	Sales of food and beverages	88	309 735	4 437	1.4	.3	72.7
	39201	Sales of food and nonalcoholic beverages	77	269 344	2 507	.9	.2	X
	39202	Sales of alcoholic beverages	37	271 212	1 930	.7	.1	X
	39500	All other receipts	299	954 217	43 973	4.6	3.1	78.3
	39507	All other operating receipts	299	954 217	43 973	4.6	3.1	X
	39700	Contributions, gifts, and grants: Government	622	1 330 730	66 178	5.0	4.7	79.2
	39701	National Endowment for the Arts	119	749 175	3 619	.5	.3	X
	39702	All other federal, state, county, and municipal	618	1 265 512	62 559	4.9	4.4	X
	39710	Contributions, gifts, and grants: Private	738	1 388 522	596 745	43.0	42.2	72.0
	39711	Individuals	722	1 385 909	337 934	24.4	23.9	X
	39712	Foundations	630	1 347 804	113 311	8.4	8.0	X
	39713	Business and industry	622	1 303 412	102 348	7.9	7.2	X
	39714	Other, including labor unions, etc.	174	602 055	43 152	7.2	3.1	X
	39720	Investment income, including interest and dividends	450	1 125 904	84 287	7.5	6.0	X
	39730	Gains (losses) from assets sold	74	247 439	-47 788	-19.3	-3.4	X
	39900	All other revenue	383	590 585	51 535	8.7	3.6	77.9
	39907	All other revenue	383	590 585	51 535	8.7	3.6	X
7111309		Other music groups and artists	730	X	234 997	X	100.0	63.8
	30400	Membership dues	305	59 636	8 961	15.0	3.8	X
	30500	Admissions, excluding admission taxes	516	178 393	45 440	25.5	19.3	X
	30510	Contract fees from providing entertainment	326	134 836	26 407	19.6	11.2	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	48	31 679	1 263	4.0	.5	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71113		Musical groups and artists—Con.						
711130		Musical groups and artists—Con.						
7111309		Other music groups and artists—Con.						
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	50	26 263	1 899	7.2	.8	X
	30570	Sales of programs	23	20 083	354	1.8	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	9	3 147	337	10.7	.1	X
	30590	Advertising, including endorsement fees	180	57 232	2 708	4.7	1.2	X
	39000	Merchandise sales	307	129 406	7 358	5.7	3.1	62.1
	39013	Sales of other merchandise, not specified by type	307	129 406	7 358	5.7	3.1	X
	39200	Sales of food and beverages	56	22 527	2 449	10.9	1.0	53.5
	39201	Sales of food and nonalcoholic beverages	51	20 221	785	3.9	.3	X
	39202	Sales of alcoholic beverages	24	12 639	1 664	13.2	.7	X
	39500	All other receipts	259	119 099	11 176	9.4	4.8	62.0
	39507	All other operating receipts	259	119 099	11 176	9.4	4.8	X
	39700	Contributions, gifts, and grants: Government	465	158 783	13 428	8.5	5.7	51.0
	39701	National Endowment for the Arts	63	47 754	1 105	2.3	.5	X
	39702	All other federal, state, county, and municipal	461	157 138	12 323	7.8	5.2	X
	39710	Contributions, gifts, and grants: Private	664	214 575	94 377	44.0	40.2	60.3
	39711	Individuals	629	189 325	35 123	18.6	14.9	X
	39712	Foundations	440	162 163	22 220	13.7	9.5	X
	39713	Business and industry	395	147 674	11 095	7.5	4.7	X
	39714	Other, including labor unions, etc.	59	51 570	25 939	50.3	11.0	X
	39720	Investment income, including interest and dividends	218	138 145	3 195	2.3	1.4	X
	39730	Gains (losses) from assets sold	39	24 255	-181	-7	-1	X
	39900	All other revenue	307	99 652	15 749	15.8	6.7	62.0
	39907	All other revenue	307	99 652	15 749	15.8	6.7	X
71119		Other performing arts companies	87	X	46 573	X	100.0	75.8
	30400	Membership dues	19	6 770	2 510	37.1	5.4	X
	30500	Admissions, excluding admission taxes	50	34 955	16 702	47.8	35.9	X
	30510	Contract fees from providing entertainment	34	28 716	6 939	24.2	14.9	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	16	13 136	857	6.5	1.8	X
	30570	Sales of programs	11	24 779	557	2.2	1.2	X
	39000	Merchandise sales	26	32 566	1 013	3.1	2.2	70.9
	39013	Sales of other merchandise, not specified by type	26	32 566	1 013	3.1	2.2	X
	39200	Sales of food and beverages	16	25 767	1 770	6.9	3.8	73.9
	39201	Sales of food and nonalcoholic beverages	15	25 548	1 555	6.1	3.3	X
	39500	All other receipts	18	7 040	656	9.3	1.4	63.9
	39507	All other operating receipts	18	7 040	656	9.3	1.4	X
	39700	Contributions, gifts, and grants: Government	49	31 433	2 132	6.8	4.6	70.4
	39701	National Endowment for the Arts	8	2 857	104	3.6	.2	X
	39702	All other federal, state, county, and municipal	49	31 433	2 028	6.5	4.4	X
	39710	Contributions, gifts, and grants: Private	63	38 294	10 694	27.9	23.0	69.6
	39711	Individuals	62	38 117	3 939	10.3	8.5	X
	39712	Foundations	49	30 676	2 927	9.5	6.3	X
	39713	Business and industry	43	34 057	2 981	8.8	6.4	X
	39714	Other, including labor unions, etc.	9	4 104	847	20.6	1.8	X
	39720	Investment income, including interest and dividends	22	28 521	125	.4	.3	X
	39730	Gains (losses) from assets sold	6	1 580	5	.3	.2	X
	39900	All other revenue	19	11 695	2 344	20.0	5.0	61.8
	39907	All other revenue	19	11 695	2 344	20.0	5.0	X
711190		Other performing arts companies	87	X	46 573	X	100.0	75.8
	30400	Membership dues	19	6 770	2 510	37.1	5.4	X
	30500	Admissions, excluding admission taxes	50	34 955	16 702	47.8	35.9	X
	30510	Contract fees from providing entertainment	34	28 716	6 939	24.2	14.9	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	16	13 136	857	6.5	1.8	X
	30570	Sales of programs	11	24 779	557	2.2	1.2	X
	39000	Merchandise sales	26	32 566	1 013	3.1	2.2	70.9
	39013	Sales of other merchandise, not specified by type	26	32 566	1 013	3.1	2.2	X
	39200	Sales of food and beverages	16	25 767	1 770	6.9	3.8	73.9
	39201	Sales of food and nonalcoholic beverages	15	25 548	1 555	6.1	3.3	X
	39500	All other receipts	18	7 040	656	9.3	1.4	63.9
	39507	All other operating receipts	18	7 040	656	9.3	1.4	X
	39700	Contributions, gifts, and grants: Government	49	31 433	2 132	6.8	4.6	70.4
	39701	National Endowment for the Arts	8	2 857	104	3.6	.2	X
	39702	All other federal, state, county, and municipal	49	31 433	2 028	6.5	4.4	X
	39710	Contributions, gifts, and grants: Private	63	38 294	10 694	27.9	23.0	69.6
	39711	Individuals	62	38 117	3 939	10.3	8.5	X
	39712	Foundations	49	30 676	2 927	9.5	6.3	X
	39713	Business and industry	43	34 057	2 981	8.8	6.4	X
	39714	Other, including labor unions, etc.	9	4 104	847	20.6	1.8	X
	39720	Investment income, including interest and dividends	22	28 521	125	.4	.3	X
	39730	Gains (losses) from assets sold	6	1 580	5	.3	.2	X
	39900	All other revenue	19	11 695	2 344	20.0	5.0	61.8
	39907	All other revenue	19	11 695	2 344	20.0	5.0	X
7111901		Circuses	11	X	21 415	X	100.0	96.4
	30500	Admissions, excluding admission taxes	9	20 702	13 972	67.5	65.2	X
	30510	Contract fees from providing entertainment	7	20 866	1 914	9.2	8.9	X
	39000	Merchandise sales	7	20 569	464	2.3	2.2	96.4
	39013	Sales of other merchandise, not specified by type	7	20 569	464	2.3	2.2	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71119		Other performing arts companies—Con.						
711190		Other performing arts companies—Con.						
7111901		Circuses—Con.						
	39200	Sales of food and beverages	7	20 569	843	4.1	3.9	96.4
	39201	Sales of food and nonalcoholic beverages	7	20 569	841	4.1	3.9	X
	39710	Contributions, gifts, and grants: Private	9	19 390	3 334	17.2	15.6	96.4
	39711	Individuals	9	19 390	1 400	7.2	6.5	X
	39712	Foundations	6	19 097	1 343	7.0	6.3	X
	39713	Business and industry	6	19 097	591	3.1	2.8	X
7111909		Other performing arts companies (except circuses)	76	X	25 158	X	100.0	58.4
	30400	Membership dues	16	6 381	2 484	38.9	9.9	X
	30500	Admissions, excluding admission taxes	41	14 253	2 730	19.2	10.9	X
	30510	Contract fees from providing entertainment	27	7 850	5 025	64.0	20.0	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	15	12 880	856	6.6	3.4	X
	30570	Sales of programs	8	6 510	501	7.7	2.0	X
	39000	Merchandise sales	19	11 997	549	4.6	2.2	45.2
	39013	Sales of other merchandise, not specified by type	19	11 997	549	4.6	2.2	X
	39200	Sales of food and beverages	9	5 198	927	17.8	3.7	49.6
	39201	Sales of food and nonalcoholic beverages	8	4 979	714	14.3	2.8	X
	39500	All other receipts	15	5 660	508	9.0	2.0	47.2
	39507	All other operating receipts	15	5 660	508	9.0	2.0	X
	39700	Contributions, gifts, and grants: Government	45	12 593	1 678	13.3	6.7	45.3
	39701	National Endowment for the Arts	8	2 857	104	3.6	.4	X
	39702	All other federal, state, county, and municipal	45	12 593	1 574	12.5	6.3	X
	39710	Contributions, gifts, and grants: Private	54	18 904	7 360	38.9	29.3	46.4
	39711	Individuals	53	18 727	2 539	13.6	10.1	X
	39712	Foundations	43	11 579	1 584	13.7	6.3	X
	39713	Business and industry	37	14 960	2 390	16.0	9.5	X
	39714	Other, including labor unions, etc.	9	4 104	847	20.6	3.4	X
	39720	Investment income, including interest and dividends	20	10 508	34	.3	.1	X
	39730	Gains (losses) from assets sold	6	1 580	5	.3	Z	X
	39900	All other revenue	16	10 612	2 257	21.3	9.0	46.6
	39907	All other revenue	16	10 612	2 257	21.3	9.0	X
7113		Promoters of performing arts, sports, and similar events	1 994	X	4 149 675	X	100.0	83.0
	30400	Membership dues	484	524 066	30 249	5.8	.7	X
	30500	Admissions, excluding admission taxes	1 434	3 481 281	1 183 862	34.0	28.5	X
	30510	Contract fees from providing entertainment	255	1 583 774	478 443	30.2	11.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	86	112 578	5 854	5.2	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	65	1 376 707	274 838	20.0	6.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	852	2 929 882	224 548	7.7	5.4	X
	30560	Amusement machines operated by this establishment	19	50 504	1 267	2.5	Z	X
	30570	Sales of programs	230	389 906	8 151	2.1	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	513	886 223	101 819	11.5	2.5	X
	30590	Advertising, including endorsement fees	651	2 045 065	37 329	1.8	.9	X
	39000	Merchandise sales	728	2 507 250	46 835	1.9	1.1	77.5
	39015	Sales of other merchandise, not specified by type	728	2 507 250	46 835	1.9	1.1	X
	39200	Sales of food and beverages	716	1 223 545	91 780	7.5	2.2	77.5
	39201	Sales of food and nonalcoholic beverages	591	968 561	48 897	5.0	1.2	X
	39202	Sales of alcoholic beverages	455	944 484	42 883	4.5	1.0	X
	39500	All other receipts	869	2 873 883	278 581	9.7	6.7	78.6
	39509	All other operating receipts	869	2 873 883	278 581	9.7	6.7	X
	39700	Contributions, gifts, and grants: Government	1 192	2 948 656	223 126	7.6	5.4	78.8
	39701	National Endowment for the Arts	153	375 899	3 717	1.0	.1	X
	39702	All other federal, state, county, and municipal	1 188	2 932 839	219 409	7.5	5.3	X
	39710	Contributions, gifts, and grants: Private	1 486	3 480 615	848 347	24.4	20.4	77.1
	39711	Individuals	1 123	1 782 976	231 030	13.0	5.6	X
	39712	Foundations	707	1 416 831	168 185	11.9	4.1	X
	39713	Business and industry	1 044	3 061 531	404 877	13.2	9.8	X
	39714	Other, including labor unions, etc.	250	513 478	44 255	8.6	1.1	X
	39720	Investment income, including interest and dividends	990	3 319 446	66 388	2.0	1.6	X
	39730	Gains (losses) from assets sold	146	491 018	-26 673	-5.4	-6	X
	39900	All other revenue	780	2 412 126	274 931	11.4	6.6	79.1
	39908	All other revenue	780	2 412 126	274 931	11.4	6.6	X
71131		Promoters of performing arts, sports, and similar events with facilities	842	X	1 718 310	X	100.0	92.3
	30400	Membership dues	187	251 752	15 445	6.1	.9	X
	30500	Admissions, excluding admission taxes	586	1 361 869	579 527	42.6	33.7	X
	30510	Contract fees from providing entertainment	97	217 709	17 805	8.2	1.0	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	47	68 822	4 199	6.1	.2	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	22	110 128	2 107	1.9	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	506	1 223 426	165 467	13.5	9.6	X
	30560	Amusement machines operated by this establishment	15	44 796	1 232	2.8	.1	X
	30570	Sales of programs	85	170 017	2 734	1.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	230	463 400	46 274	10.0	2.7	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7113		Promoters of performing arts, sports, and similar events—Con.						
71131		Promoters of performing arts, sports, and similar events with facilities—Con.						
	30590	Advertising, including endorsement fees	249	474 557	16 421	3.5	1.0	X
	39000	Merchandise sales	276	821 848	18 567	2.3	1.1	76.7
	39015	Sales of other merchandise, not specified by type	276	821 848	18 567	2.3	1.1	X
	39200	Sales of food and beverages	383	901 556	59 591	6.6	3.5	86.3
	39201	Sales of food and nonalcoholic beverages	319	783 167	35 663	4.6	2.1	X
	39202	Sales of alcoholic beverages	242	679 824	23 928	3.5	1.4	X
	39500	All other receipts	392	1 069 324	120 654	11.3	7.0	81.3
	39509	All other operating receipts	392	1 069 324	120 654	11.3	7.0	X
	39700	Contributions, gifts, and grants: Government	559	1 239 277	150 370	12.1	8.8	82.8
	39701	National Endowment for the Arts	85	308 902	2 999	1.0	.2	X
	39702	All other federal, state, county, and municipal	557	1 238 319	147 371	11.9	8.6	X
	39710	Contributions, gifts, and grants: Private	640	1 403 090	371 512	26.5	21.6	79.3
	39711	Individuals	526	1 240 287	139 180	11.2	8.1	X
	39712	Foundations	356	1 064 880	113 410	10.7	6.6	X
	39713	Business and industry	448	1 243 749	93 689	7.5	5.5	X
	39714	Other, including labor unions, etc.	119	409 834	25 233	6.2	1.5	X
	39720	Investment income, including interest and dividends	430	1 249 979	44 757	3.6	2.6	X
	39730	Gains (losses) from assets sold	83	360 011	-22 165	-6.2	-1.3	X
	39900	All other revenue	370	644 600	123 813	19.2	7.2	77.8
	39908	All other revenue	370	644 600	123 813	19.2	7.2	X
711310		Promoters of performing arts, sports, and similar events with facilities	842	X	1 718 310	X	100.0	92.3
	30400	Membership dues	187	251 752	15 445	6.1	.9	X
	30500	Admissions, excluding admission taxes	586	1 361 869	579 527	42.6	33.7	X
	30510	Contract fees from providing entertainment	97	217 709	17 805	8.2	1.0	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	47	68 822	4 199	6.1	.2	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	22	110 128	2 107	1.9	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	506	1 223 426	165 467	13.5	9.6	X
	30560	Amusement machines operated by this establishment	15	44 796	1 232	2.8	.1	X
	30570	Sales of programs	85	170 017	2 734	1.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	230	463 400	46 274	10.0	2.7	X
	30590	Advertising, including endorsement fees	249	474 557	18 421	3.5	1.0	X
	39000	Merchandise sales	276	821 848	18 567	2.3	1.1	76.7
	39015	Sales of other merchandise, not specified by type	276	821 848	18 567	2.3	1.1	X
	39200	Sales of food and beverages	383	901 556	59 591	6.6	3.5	86.3
	39201	Sales of food and nonalcoholic beverages	319	783 167	35 663	4.6	2.1	X
	39202	Sales of alcoholic beverages	242	679 824	23 928	3.5	1.4	X
	39500	All other receipts	392	1 069 324	120 654	11.3	7.0	81.3
	39509	All other operating receipts	392	1 069 324	120 654	11.3	7.0	X
	39700	Contributions, gifts, and grants: Government	559	1 239 277	150 370	12.1	8.8	82.8
	39701	National Endowment for the Arts	85	308 902	2 999	1.0	.2	X
	39702	All other federal, state, county, and municipal	557	1 238 319	147 371	11.9	8.6	X
	39710	Contributions, gifts, and grants: Private	640	1 403 090	371 512	26.5	21.6	79.3
	39711	Individuals	526	1 240 287	139 180	11.2	8.1	X
	39712	Foundations	356	1 064 880	113 410	10.7	6.6	X
	39713	Business and industry	448	1 243 749	93 689	7.5	5.5	X
	39714	Other, including labor unions, etc.	119	409 834	25 233	6.2	1.5	X
	39720	Investment income, including interest and dividends	430	1 249 979	44 757	3.6	2.6	X
	39730	Gains (losses) from assets sold	83	360 011	-22 165	-6.2	-1.3	X
	39900	All other revenue	370	644 600	123 813	19.2	7.2	77.8
	39908	All other revenue	370	644 600	123 813	19.2	7.2	X
71132		Promoters of performing arts, sports, and similar events without facilities	1 152	X	2 431 365	X	100.0	76.5
	30400	Membership dues	297	272 314	14 804	5.4	.6	X
	30500	Admissions, excluding admission taxes	848	2 119 412	604 335	28.5	24.9	X
	30510	Contract fees from providing entertainment	158	1 366 065	460 638	33.7	18.9	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	39	43 756	1 655	3.8	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	43	1 266 579	272 731	21.5	11.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	346	1 706 456	59 081	3.5	2.4	X
	30570	Sales of programs	145	219 889	5 417	2.5	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	283	422 823	55 545	13.1	2.3	X
	30590	Advertising, including endorsement fees	402	1 570 508	20 908	1.3	.9	X
	39000	Merchandise sales	452	1 685 402	28 268	1.7	1.2	75.3
	39015	Sales of other merchandise, not specified by type	452	1 685 402	28 268	1.7	1.2	X
	39200	Sales of food and beverages	333	321 989	32 189	10.0	1.3	71.0
	39201	Sales of food and nonalcoholic beverages	272	185 394	13 234	7.1	.5	X
	39202	Sales of alcoholic beverages	213	264 660	18 955	7.2	.8	X
	39500	All other receipts	477	1 804 559	157 927	8.8	6.5	75.6
	39509	All other operating receipts	477	1 804 559	157 927	8.8	6.5	X
	39700	Contributions, gifts, and grants: Government	633	1 709 379	72 756	4.3	3.0	75.7
	39701	National Endowment for the Arts	68	66 997	718	1.1	.2	X
	39702	All other federal, state, county, and municipal	631	1 694 520	72 038	4.3	3.0	X
	39710	Contributions, gifts, and grants: Private	846	2 077 525	476 835	23.0	19.6	75.2
	39711	Individuals	597	542 689	91 850	16.9	3.8	X
	39712	Foundations	351	351 951	54 775	15.6	2.3	X
	39713	Business and industry	596	1 817 782	311 188	17.1	12.8	X
	39714	Other, including labor unions, etc.	131	103 644	19 022	18.4	.8	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7113		Promoters of performing arts, sports, and similar events—Con.						
71132		Promoters of performing arts, sports, and similar events without facilities—Con.						
	39720	Investment income, including interest and dividends	560	2 069 467	21 631	1.0	.9	X
	39730	Gains (losses) from assets sold	63	131 007	-4 508	-3.4	-2	X
	39900	All other revenue	410	1 767 526	151 118	8.6	6.2	76.2
	39908	All other revenue	410	1 767 526	151 118	8.6	6.2	X
711320		Promoters of performing arts, sports, and similar events without facilities	1 152	X	2 431 365	X	100.0	76.5
	30400	Membership dues	297	272 314	14 804	5.4	6	X
	30500	Admissions, excluding admission taxes	848	2 119 412	604 335	28.5	24.9	X
	30510	Contract fees from providing entertainment	158	1 366 065	460 638	33.7	18.9	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. . .	39	43 756	1 655	3.8	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	43	1 266 579	272 731	21.5	11.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	346	1 706 456	59 081	3.5	2.4	X
	30570	Sales of programs	145	219 889	5 417	2.5	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	283	422 823	55 545	13.1	2.3	X
	30590	Advertising, including endorsement fees	402	1 570 508	20 908	1.3	.9	X
	39000	Merchandise sales	452	1 685 402	28 268	1.7	1.2	75.3
	39015	Sales of other merchandise, not specified by type	452	1 685 402	28 268	1.7	1.2	X
	39200	Sales of food and beverages	333	321 989	32 189	10.0	1.3	71.0
	39201	Sales of food and nonalcoholic beverages	272	185 394	13 234	7.1	.5	X
	39202	Sales of alcoholic beverages	213	264 660	18 955	7.2	.8	X
	39500	All other receipts	477	1 804 559	157 927	8.8	6.5	75.6
	39509	All other operating receipts	477	1 804 559	157 927	8.8	6.5	X
	39700	Contributions, gifts, and grants: Government	633	1 709 379	72 756	4.3	3.0	75.7
	39701	National Endowment for the Arts	68	66 997	718	1.1	.2	X
	39702	All other federal, state, county, and municipal	631	1 694 520	72 038	4.3	3.0	X
	39710	Contributions, gifts, and grants: Private	846	2 077 525	476 835	23.0	19.6	75.2
	39711	Individuals	597	542 689	91 850	16.9	3.8	X
	39712	Foundations	351	351 951	54 775	15.6	2.3	X
	39713	Business and industry	596	1 817 782	311 188	17.1	12.8	X
	39714	Other, including labor unions, etc.	131	103 644	19 022	18.4	.8	X
	39720	Investment income, including interest and dividends	560	2 069 467	21 631	1.0	.9	X
	39730	Gains (losses) from assets sold	63	131 007	-4 508	-3.4	-2	X
	39900	All other revenue	410	1 767 526	151 118	8.6	6.2	76.2
	39908	All other revenue	410	1 767 526	151 118	8.6	6.2	X
712		Museums, historical sites, and similar institutions	5 788	X	7 857 665	X	100.0	79.6
	30400	Membership dues	4 335	6 612 308	470 123	7.1	6.0	X
	30500	Admissions, excluding admission taxes	3 510	6 729 476	1 025 643	15.2	13.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	473	2 513 977	46 271	1.8	.6	X
	30570	Sales of programs	1 816	3 444 138	279 840	8.1	3.6	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	2 443	5 330 796	158 211	3.0	2.0	X
	39000	Merchandise sales	4 148	6 828 707	726 229	10.6	9.2	77.0
	39016	Sales of other merchandise, not specified by type	4 148	6 828 707	726 229	10.6	9.2	X
	39200	Sales of food and beverages	1 392	3 783 334	255 396	6.8	3.3	68.5
	39201	Sales of food and nonalcoholic beverages	1 328	3 724 174	238 803	6.4	3.0	X
	39202	Sales of alcoholic beverages	310	1 269 890	16 593	1.3	.2	X
	39500	All other receipts	2 218	5 011 331	369 892	7.4	4.7	77.1
	39511	All other operating receipts	2 218	5 011 331	369 892	7.4	4.7	X
	39700	Contributions, gifts, and grants: Government	3 568	6 147 275	1 082 710	17.6	13.8	X
	39710	Contributions, gifts, and grants: Private	5 175	7 326 344	2 657 996	36.3	33.8	X
	39720	Investment income, including interest and dividends	3 624	6 266 635	578 677	9.2	7.4	X
	39730	Gains (losses) from assets sold	905	2 577 468	-217 780	-8.4	-2.8	X
	39900	All other revenue	2 391	4 106 803	424 457	10.3	5.4	77.4
	39909	All other revenue	2 391	4 106 803	424 457	10.3	5.4	X
7121		Museums, historical sites, and similar institutions	5 788	X	7 857 665	X	100.0	79.6
	30400	Membership dues	4 335	6 612 308	470 123	7.1	6.0	X
	30500	Admissions, excluding admission taxes	3 510	6 729 476	1 025 643	15.2	13.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	473	2 513 977	46 271	1.8	.6	X
	30570	Sales of programs	1 816	3 444 138	279 840	8.1	3.6	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	2 443	5 330 796	158 211	3.0	2.0	X
	39000	Merchandise sales	4 148	6 828 707	726 229	10.6	9.2	77.0
	39016	Sales of other merchandise, not specified by type	4 148	6 828 707	726 229	10.6	9.2	X
	39200	Sales of food and beverages	1 392	3 783 334	255 396	6.8	3.3	68.5
	39201	Sales of food and nonalcoholic beverages	1 328	3 724 174	238 803	6.4	3.0	X
	39202	Sales of alcoholic beverages	310	1 269 890	16 593	1.3	.2	X
	39500	All other receipts	2 218	5 011 331	369 892	7.4	4.7	77.1
	39511	All other operating receipts	2 218	5 011 331	369 892	7.4	4.7	X
	39700	Contributions, gifts, and grants: Government	3 568	6 147 275	1 082 710	17.6	13.8	X
	39710	Contributions, gifts, and grants: Private	5 175	7 326 344	2 657 996	36.3	33.8	X
	39720	Investment income, including interest and dividends	3 624	6 266 635	578 677	9.2	7.4	X
	39730	Gains (losses) from assets sold	905	2 577 468	-217 780	-8.4	-2.8	X
	39900	All other revenue	2 391	4 106 803	424 457	10.3	5.4	77.4
	39909	All other revenue	2 391	4 106 803	424 457	10.3	5.4	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
712		Museums, historical sites, and similar institutions—Con.						
7121		Museums, historical sites, and similar institutions—Con.						
71211		Museums	4 117	X	5 540 305	X	100.0	80.1
	30400	Membership dues	3 246	4 784 928	286 293	6.0	5.2	X
	30500	Admissions, excluding admission taxes	2 592	4 832 201	590 651	12.2	10.7	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	407	2 158 164	42 375	2.0	.8	X
	30570	Sales of programs	1 284	2 515 292	223 420	8.9	4.0	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	1 756	3 865 203	108 475	2.8	2.0	X
	39000	Merchandise sales	3 075	4 975 864	533 519	10.7	9.6	78.1
	39016	Sales of other merchandise, not specified by type	3 075	4 975 864	533 519	10.7	9.6	X
	39200	Sales of food and beverages	976	2 341 290	108 780	4.6	2.0	65.0
	39201	Sales of food and nonalcoholic beverages	914	2 282 828	98 136	4.3	1.8	X
	39202	Sales of alcoholic beverages	246	909 925	10 644	1.2	.2	X
	39500	All other receipts	1 548	3 500 511	239 310	6.8	4.3	79.2
	39511	All other operating receipts	1 548	3 500 511	239 310	6.8	4.3	X
	39700	Contributions, gifts, and grants: Government	2 673	4 596 874	757 462	16.5	13.7	X
	39710	Contributions, gifts, and grants: Private	3 721	5 322 167	2 010 897	37.8	36.3	X
	39720	Investment income, including interest and dividends	2 561	4 610 826	455 955	9.9	8.2	X
	39730	Gains (losses) from assets sold	659	2 039 419	-150 466	-7.4	-2.7	X
	39900	All other revenue	1 741	2 856 878	333 634	11.7	6.0	78.6
	39909	All other revenue	1 741	2 856 878	333 634	11.7	6.0	X
712110		Museums	4 117	X	5 540 305	X	100.0	80.1
	30400	Membership dues	3 246	4 784 928	286 293	6.0	5.2	X
	30500	Admissions, excluding admission taxes	2 592	4 832 201	590 651	12.2	10.7	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	407	2 158 164	42 375	2.0	.8	X
	30570	Sales of programs	1 284	2 515 292	223 420	8.9	4.0	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	1 756	3 865 203	108 475	2.8	2.0	X
	39000	Merchandise sales	3 075	4 975 864	533 519	10.7	9.6	78.1
	39016	Sales of other merchandise, not specified by type	3 075	4 975 864	533 519	10.7	9.6	X
	39200	Sales of food and beverages	976	2 341 290	108 780	4.6	2.0	65.0
	39201	Sales of food and nonalcoholic beverages	914	2 282 828	98 136	4.3	1.8	X
	39202	Sales of alcoholic beverages	246	909 925	10 644	1.2	.2	X
	39500	All other receipts	1 548	3 500 511	239 310	6.8	4.3	79.2
	39511	All other operating receipts	1 548	3 500 511	239 310	6.8	4.3	X
	39700	Contributions, gifts, and grants: Government	2 673	4 596 874	757 462	16.5	13.7	X
	39710	Contributions, gifts, and grants: Private	3 721	5 322 167	2 010 897	37.8	36.3	X
	39720	Investment income, including interest and dividends	2 561	4 610 826	455 955	9.9	8.2	X
	39730	Gains (losses) from assets sold	659	2 039 419	-150 466	-7.4	-2.7	X
	39900	All other revenue	1 741	2 856 878	333 634	11.7	6.0	78.6
	39909	All other revenue	1 741	2 856 878	333 634	11.7	6.0	X
71212		Historical sites	918	X	516 001	X	100.0	76.7
	30400	Membership dues	615	293 806	22 766	7.7	4.4	X
	30500	Admissions, excluding admission taxes	510	377 476	88 060	23.3	17.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	53	69 033	1 136	1.6	.2	X
	30570	Sales of programs	206	116 888	13 028	11.1	2.5	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	347	269 990	17 692	6.6	3.4	X
	39000	Merchandise sales	576	381 264	48 549	12.7	9.4	71.7
	39016	Sales of other merchandise, not specified by type	576	381 264	48 549	12.7	9.4	X
	39200	Sales of food and beverages	182	242 088	34 817	14.4	6.7	70.2
	39201	Sales of food and nonalcoholic beverages	181	241 536	31 331	13.0	6.1	X
	39202	Sales of alcoholic beverages	29	98 625	3 486	3.5	.7	X
	39500	All other receipts	342	185 042	29 812	16.1	5.8	59.1
	39511	All other operating receipts	342	185 042	29 812	16.1	5.8	X
	39700	Contributions, gifts, and grants: Government	524	280 338	57 805	20.6	11.2	X
	39710	Contributions, gifts, and grants: Private	767	464 708	150 810	32.5	29.2	X
	39720	Investment income, including interest and dividends	558	401 964	28 018	7.0	5.4	X
	39730	Gains (losses) from assets sold	135	171 482	777	.5	.2	X
	39900	All other revenue	367	228 922	22 731	9.9	4.4	67.3
	39909	All other revenue	367	228 922	22 731	9.9	4.4	X
712120		Historical sites	918	X	516 001	X	100.0	76.7
	30400	Membership dues	615	293 806	22 766	7.7	4.4	X
	30500	Admissions, excluding admission taxes	510	377 476	88 060	23.3	17.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	53	69 033	1 136	1.6	.2	X
	30570	Sales of programs	206	116 888	13 028	11.1	2.5	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	347	269 990	17 692	6.6	3.4	X
	39000	Merchandise sales	576	381 264	48 549	12.7	9.4	71.7
	39016	Sales of other merchandise, not specified by type	576	381 264	48 549	12.7	9.4	X
	39200	Sales of food and beverages	182	242 088	34 817	14.4	6.7	70.2
	39201	Sales of food and nonalcoholic beverages	181	241 536	31 331	13.0	6.1	X
	39202	Sales of alcoholic beverages	29	98 625	3 486	3.5	.7	X
	39500	All other receipts	342	185 042	29 812	16.1	5.8	59.1
	39511	All other operating receipts	342	185 042	29 812	16.1	5.8	X
	39700	Contributions, gifts, and grants: Government	524	280 338	57 805	20.6	11.2	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
712		Museums, historical sites, and similar institutions—Con.						
7121		Museums, historical sites, and similar institutions—Con.						
71212		Historical sites—Con.						
712120		Historical sites—Con.						
	39710	Contributions, gifts, and grants: Private	767	464 708	150 810	32.5	29.2	X
	39720	Investment income, including interest and dividends	558	401 964	28 018	7.0	5.4	X
	39730	Gains (losses) from assets sold	135	171 482	777	.5	.2	X
	39900	All other revenue	367	228 922	22 731	9.9	4.4	67.3
	39909	All other revenue	367	228 922	22 731	9.9	4.4	X
71213		Zoos and botanical gardens	359	X	1 561 311	X	100.0	81.5
	30400	Membership dues	279	1 421 463	148 747	10.5	9.5	X
	30500	Admissions, excluding admission taxes	255	1 436 145	327 595	22.8	21.0	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	13	286 780	2 760	1.0	.2	X
	30570	Sales of programs	167	706 132	28 485	4.0	1.8	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	204	1 094 443	28 483	2.6	1.8	X
	39000	Merchandise sales	264	1 355 753	134 067	9.9	8.6	76.8
	39016	Sales of other merchandise, not specified by type	264	1 355 753	134 067	9.9	8.6	X
	39200	Sales of food and beverages	146	1 124 291	107 859	9.6	6.9	80.1
	39201	Sales of food and nonalcoholic beverages	145	1 124 145	105 437	9.4	6.8	X
	39202	Sales of alcoholic beverages	32	254 986	2 422	1.0	.2	X
	39500	All other receipts	193	1 236 625	91 894	7.4	5.9	77.0
	39511	All other operating receipts	193	1 236 625	91 894	7.4	5.9	X
	39700	Contributions, gifts, and grants: Government	198	1 166 453	242 058	20.8	15.5	X
	39710	Contributions, gifts, and grants: Private	330	1 324 208	379 657	28.7	24.3	X
	39720	Investment income, including interest and dividends	239	1 056 204	69 766	6.6	4.5	X
	39730	Gains (losses) from assets sold	64	304 514	-54 969	-18.1	-3.5	X
	39900	All other revenue	169	920 852	54 909	6.0	3.5	79.8
	39909	All other revenue	169	920 852	54 909	6.0	3.5	X
712130		Zoos and botanical gardens	359	X	1 561 311	X	100.0	81.5
	30400	Membership dues	279	1 421 463	148 747	10.5	9.5	X
	30500	Admissions, excluding admission taxes	255	1 436 145	327 595	22.8	21.0	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	13	286 780	2 760	1.0	.2	X
	30570	Sales of programs	167	706 132	28 485	4.0	1.8	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	204	1 094 443	28 483	2.6	1.8	X
	39000	Merchandise sales	264	1 355 753	134 067	9.9	8.6	76.8
	39016	Sales of other merchandise, not specified by type	264	1 355 753	134 067	9.9	8.6	X
	39200	Sales of food and beverages	146	1 124 291	107 859	9.6	6.9	80.1
	39201	Sales of food and nonalcoholic beverages	145	1 124 145	105 437	9.4	6.8	X
	39202	Sales of alcoholic beverages	32	254 986	2 422	1.0	.2	X
	39500	All other receipts	193	1 236 625	91 894	7.4	5.9	77.0
	39511	All other operating receipts	193	1 236 625	91 894	7.4	5.9	X
	39700	Contributions, gifts, and grants: Government	198	1 166 453	242 058	20.8	15.5	X
	39710	Contributions, gifts, and grants: Private	330	1 324 208	379 657	28.7	24.3	X
	39720	Investment income, including interest and dividends	239	1 056 204	69 766	6.6	4.5	X
	39730	Gains (losses) from assets sold	64	304 514	-54 969	-18.1	-3.5	X
	39900	All other revenue	169	920 852	54 909	6.0	3.5	79.8
	39909	All other revenue	169	920 852	54 909	6.0	3.5	X
71219		Nature parks and other similar institutions	394	X	240 048	X	100.0	63.3
	30400	Membership dues	195	112 111	12 317	11.0	5.1	X
	30500	Admissions, excluding admission taxes	153	83 654	19 337	23.1	8.1	X
	30570	Sales of programs	159	105 826	14 907	14.1	6.2	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	136	101 160	3 561	3.5	1.5	X
	39000	Merchandise sales	233	115 826	10 094	8.7	4.2	59.7
	39016	Sales of other merchandise, not specified by type	233	115 826	10 094	8.7	4.2	X
	39200	Sales of food and beverages	88	75 665	3 940	5.2	1.6	X
	39500	All other receipts	135	89 153	8 876	10.0	3.7	48.1
	39511	All other operating receipts	135	89 153	8 876	10.0	3.7	X
	39700	Contributions, gifts, and grants: Government	173	103 610	25 385	24.5	10.6	X
	39710	Contributions, gifts, and grants: Private	357	215 261	116 632	54.2	48.6	X
	39720	Investment income, including interest and dividends	266	197 641	24 938	12.6	10.4	X
	39730	Gains (losses) from assets sold	47	62 053	-13 122	-21.1	-5.5	X
	39900	All other revenue	114	100 151	13 183	13.2	5.5	51.8
	39909	All other revenue	114	100 151	13 183	13.2	5.5	X
712190		Nature parks and other similar institutions	394	X	240 048	X	100.0	63.3
	30400	Membership dues	195	112 111	12 317	11.0	5.1	X
	30500	Admissions, excluding admission taxes	153	83 654	19 337	23.1	8.1	X
	30570	Sales of programs	159	105 826	14 907	14.1	6.2	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	136	101 160	3 561	3.5	1.5	X
	39000	Merchandise sales	233	115 826	10 094	8.7	4.2	59.7
	39016	Sales of other merchandise, not specified by type	233	115 826	10 094	8.7	4.2	X
	39200	Sales of food and beverages	88	75 665	3 940	5.2	1.6	X
	39500	All other receipts	135	89 153	8 876	10.0	3.7	48.1
	39511	All other operating receipts	135	89 153	8 876	10.0	3.7	X
	39700	Contributions, gifts, and grants: Government	173	103 610	25 385	24.5	10.6	X
	39710	Contributions, gifts, and grants: Private	357	215 261	116 632	54.2	48.6	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
712		Museums, historical sites, and similar institutions—Con.						
7121		Museums, historical sites, and similar institutions—Con.						
71219		Nature parks and other similar institutions—Con.						
712190		Nature parks and other similar institutions—Con.						
	39720	Investment income, including interest and dividends	266	197 641	24 938	12.6	10.4	X
	39730	Gains (losses) from assets sold	47	62 053	-13 122	-21.1	-5.5	X
	39900	All other revenue	114	100 151	13 183	13.2	5.5	51.8
	39909	All other revenue	114	100 151	13 183	13.2	5.5	X
713		Amusement, gambling, and recreation industries	11 543	X	11 322 414	X	100.0	78.9
	30200	Tuition, fees, and other payments from providing academic or technical instruction	2 557	2 598 420	444 474	17.1	3.9	X
	30400	Membership dues	9 530	10 224 649	5 102 499	49.9	45.1	X
	30500	Admissions, excluding admission taxes	1 762	2 085 435	284 753	13.7	2.5	X
	30560	Amusement machines operated by this establishment	296	388 308	64 551	16.6	.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	408	347 084	16 332	4.7	.1	X
	30590	Advertising, including endorsement fees	561	380 633	20 813	5.5	.2	X
	30640	Gaming receipts	253	114 766	50 905	44.4	.5	58.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	217	88 384	48 260	54.6	.4	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	58	30 379	2 645	8.7	Z	X
	30680	Amounts received for the use of recreational facilities	4 075	6 502 445	850 152	13.1	7.5	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	315	361 331	13 832	3.8	.1	X
	30700	Lodging	281	712 668	36 975	5.2	.3	X
	30800	Personal and household goods repair and maintenance	12	26 858	148	.6	Z	78.9
	30803	Boat repair and maintenance	12	26 858	148	.6	Z	X
	39000	Merchandise sales	2 840	4 261 207	225 717	5.3	2.0	71.0
	39017	Fuels and lubricants	68	132 757	3 062	2.3	Z	X
	39018	Boats and marine equipment	28	18 597	1 009	5.4	Z	X
	39019	All other merchandise, not specified by type	2 799	4 167 908	221 646	5.3	2.0	X
	39200	Sales of food and beverages	5 941	8 297 563	2 161 631	26.1	19.1	76.1
	39201	Sales of food and nonalcoholic beverages	5 863	8 214 661	1 646 531	20.0	14.5	X
	39202	Sales of alcoholic beverages	3 409	7 304 435	515 100	7.1	4.5	X
	39250	Rental or lease of goods and/or equipment	2 257	3 949 374	250 698	6.3	2.2	X
	39500	All other receipts	3 527	5 003 831	479 917	9.6	4.2	71.8
	39512	All other operating receipts	3 527	5 003 831	479 917	9.6	4.2	X
	39700	Contributions, gifts, and grants: Government	1 461	1 317 131	187 804	14.3	1.7	X
	39710	Contributions, gifts, and grants: Private	3 745	2 955 823	494 384	16.7	4.4	X
	39720	Investment income, including interest and dividends	3 360	5 202 754	63 997	1.2	.6	X
	39730	Gains (losses) from assets sold	536	1 192 881	-94	Z	Z	X
	39900	All other revenue	3 281	4 167 973	572 926	13.7	5.1	71.2
	39911	All other revenue	3 281	4 167 973	572 926	13.7	5.1	X
7139		Other amusement and recreation services	11 543	X	11 322 414	X	100.0	78.9
	30200	Tuition, fees, and other payments from providing academic or technical instruction	2 557	2 598 420	444 474	17.1	3.9	X
	30400	Membership dues	9 530	10 224 649	5 102 499	49.9	45.1	X
	30500	Admissions, excluding admission taxes	1 762	2 085 435	284 753	13.7	2.5	X
	30560	Amusement machines operated by this establishment	296	388 308	64 551	16.6	.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	408	347 084	16 332	4.7	.1	X
	30590	Advertising, including endorsement fees	561	380 633	20 813	5.5	.2	X
	30640	Gaming receipts	253	114 766	50 905	44.4	.5	58.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	217	88 384	48 260	54.6	.4	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	58	30 379	2 645	8.7	Z	X
	30680	Amounts received for the use of recreational facilities	4 075	6 502 445	850 152	13.1	7.5	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	315	361 331	13 832	3.8	.1	X
	30700	Lodging	281	712 668	36 975	5.2	.3	X
	30800	Personal and household goods repair and maintenance	12	26 858	148	.6	Z	78.9
	30803	Boat repair and maintenance	12	26 858	148	.6	Z	X
	39000	Merchandise sales	2 840	4 261 207	225 717	5.3	2.0	71.0
	39017	Fuels and lubricants	68	132 757	3 062	2.3	Z	X
	39018	Boats and marine equipment	28	18 597	1 009	5.4	Z	X
	39019	All other merchandise, not specified by type	2 799	4 167 908	221 646	5.3	2.0	X
	39200	Sales of food and beverages	5 941	8 297 563	2 161 631	26.1	19.1	76.1
	39201	Sales of food and nonalcoholic beverages	5 863	8 214 661	1 646 531	20.0	14.5	X
	39202	Sales of alcoholic beverages	3 409	7 304 435	515 100	7.1	4.5	X
	39250	Rental or lease of goods and/or equipment	2 257	3 949 374	250 698	6.3	2.2	X
	39500	All other receipts	3 527	5 003 831	479 917	9.6	4.2	71.8
	39512	All other operating receipts	3 527	5 003 831	479 917	9.6	4.2	X
	39700	Contributions, gifts, and grants: Government	1 461	1 317 131	187 804	14.3	1.7	X
	39710	Contributions, gifts, and grants: Private	3 745	2 955 823	494 384	16.7	4.4	X
	39720	Investment income, including interest and dividends	3 360	5 202 754	63 997	1.2	.6	X
	39730	Gains (losses) from assets sold	536	1 192 881	-94	Z	Z	X
	39900	All other revenue	3 281	4 167 973	572 926	13.7	5.1	71.2
	39911	All other revenue	3 281	4 167 973	572 926	13.7	5.1	X
71391		Golf courses and country clubs	3 463	X	7 071 309	X	100.0	84.3
	30200	Tuition, fees, and other payments from providing academic or technical instruction	479	1 269 836	47 962	3.8	.7	X
	30400	Membership dues	3 303	6 858 267	3 385 289	49.4	47.9	X
	30500	Admissions, excluding admission taxes	626	1 622 510	153 680	9.5	2.2	X
	30560	Amusement machines operated by this establishment	158	247 543	19 958	8.1	.3	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71391		Golf courses and country clubs—Con.						
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	98	108 023	13 546	12.5	.2	X
	30590	Advertising, including endorsement fees	107	97 198	923	1.0	Z	X
	30640	Gaming receipts	38	33 823	2 854	8.4	Z	51.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	22	16 481	1 642	10.0	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	15	17 342	1 212	7.0	Z	X
	30680	Amounts received for the use of recreational facilities	2 529	5 435 973	594 563	10.9	8.4	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	212	294 326	6 232	2.1	.1	X
	30700	Lodging	109	494 738	14 668	3.0	.2	X
	39000	Merchandise sales	1 220	2 695 833	171 520	6.4	2.4	82.4
	39017	Fuels and lubricants	33	97 614	855	.9	Z	X
	39019	All other merchandise, not specified by type	1 204	2 628 598	170 648	6.5	2.4	X
	39200	Sales of food and beverages	3 118	6 821 274	1 912 477	28.0	27.0	82.7
	39201	Sales of food and nonalcoholic beverages	3 076	6 762 795	1 455 199	21.5	20.6	X
	39202	Sales of alcoholic beverages	2 863	6 545 761	457 278	7.0	6.5	X
	39250	Rental or lease of goods and/or equipment	1 923	3 676 383	236 331	6.4	3.3	X
	39500	All other receipts	1 528	3 438 803	258 060	7.5	3.6	82.5
	39512	All other operating receipts	1 528	3 438 803	258 060	7.5	3.6	X
	39700	Contributions, gifts, and grants: Government	35	36 091	3 685	10.2	.1	X
	39710	Contributions, gifts, and grants: Private	283	287 599	31 415	10.9	.4	X
	39720	Investment income, including interest and dividends	1 148	3 421 855	19 375	.6	.3	X
	39730	Gains (losses) from assets sold	291	889 660	-974	-1	Z	X
	39900	All other revenue	963	2 520 595	199 704	7.9	2.8	83.6
	39911	All other revenue	963	2 520 595	199 704	7.9	2.8	X
713910		Golf courses and country clubs	3 463	X	7 071 309	X	100.0	84.3
	30200	Tuition, fees, and other payments from providing academic or technical instruction	479	1 269 836	47 962	3.8	.7	X
	30400	Membership dues	3 303	6 858 267	3 385 289	49.4	47.9	X
	30500	Admissions, excluding admission taxes	626	1 622 510	153 680	9.5	2.2	X
	30560	Amusement machines operated by this establishment	158	247 543	19 958	8.1	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	98	108 023	13 546	12.5	.2	X
	30590	Advertising, including endorsement fees	107	97 198	923	1.0	Z	X
	30640	Gaming receipts	38	33 823	2 854	8.4	Z	51.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	22	16 481	1 642	10.0	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	15	17 342	1 212	7.0	Z	X
	30680	Amounts received for the use of recreational facilities	2 529	5 435 973	594 563	10.9	8.4	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	212	294 326	6 232	2.1	.1	X
	30700	Lodging	109	494 738	14 668	3.0	.2	X
	39000	Merchandise sales	1 220	2 695 833	171 520	6.4	2.4	82.4
	39017	Fuels and lubricants	33	97 614	855	.9	Z	X
	39019	All other merchandise, not specified by type	1 204	2 628 598	170 648	6.5	2.4	X
	39200	Sales of food and beverages	3 118	6 821 274	1 912 477	28.0	27.0	82.7
	39201	Sales of food and nonalcoholic beverages	3 076	6 762 795	1 455 199	21.5	20.6	X
	39202	Sales of alcoholic beverages	2 863	6 545 761	457 278	7.0	6.5	X
	39250	Rental or lease of goods and/or equipment	1 923	3 676 383	236 331	6.4	3.3	X
	39500	All other receipts	1 528	3 438 803	258 060	7.5	3.6	82.5
	39512	All other operating receipts	1 528	3 438 803	258 060	7.5	3.6	X
	39700	Contributions, gifts, and grants: Government	35	36 091	3 685	10.2	.1	X
	39710	Contributions, gifts, and grants: Private	283	287 599	31 415	10.9	.4	X
	39720	Investment income, including interest and dividends	1 148	3 421 855	19 375	.6	.3	X
	39730	Gains (losses) from assets sold	291	889 660	-974	-1	Z	X
	39900	All other revenue	963	2 520 595	199 704	7.9	2.8	83.6
	39911	All other revenue	963	2 520 595	199 704	7.9	2.8	X
71394		Fitness and recreational sports centers	5 441	X	3 274 326	X	100.0	70.4
	30200	Tuition, fees, and other payments from providing academic or technical instruction	1 609	1 090 880	313 483	28.7	9.6	X
	30400	Membership dues	4 480	2 714 349	1 455 297	53.6	44.4	X
	30500	Admissions, excluding admission taxes	777	318 004	82 732	26.0	2.5	X
	30560	Amusement machines operated by this establishment	119	132 225	42 660	32.3	1.3	51.9
	30563	Video games	119	132 225	42 616	32.2	1.3	X
	30564	Other amusement machines, excluding billiard or pool tables	8	5 465	27	.5	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	268	192 737	2 336	1.2	.1	X
	30590	Advertising, including endorsement fees	255	146 384	10 411	7.1	.3	X
	30640	Gaming receipts	78	24 703	4 179	16.9	.1	40.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	63	17 758	3 680	20.7	.1	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	22	7 519	499	6.6	Z	X
	30680	Amounts received for the use of recreational facilities	1 187	875 411	184 623	21.1	5.6	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	57	21 639	881	4.1	Z	X
	30700	Lodging	99	159 982	17 007	10.6	.5	X
	30800	Personal and household goods repair and maintenance	7	4 995	75	1.5	Z	70.4
	30803	Boat repair and maintenance	7	4 995	75	1.5	Z	X
	39000	Merchandise sales	1 019	1 190 193	28 858	2.4	.9	50.6
	39017	Fuels and lubricants	21	26 126	1 350	5.2	Z	X
	39019	All other merchandise, not specified by type	1 001	1 168 329	27 497	2.4	.8	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71394		Fitness and recreational sports centers—Con.						
	39200	Sales of food and beverages	2 129	1 103 985	171 667	15.6	5.2	63.7
	39201	Sales of food and nonalcoholic beverages	2 117	1 096 224	133 180	12.1	4.1	X
	39202	Sales of alcoholic beverages	315	527 549	38 487	7.3	1.2	X
	39250	Rental or lease of goods and/or equipment	252	204 440	11 059	5.4	.3	X
	39500	All other receipts	1 398	1 218 448	156 417	12.8	4.8	51.3
	39512	All other operating receipts	1 398	1 218 448	156 417	12.8	4.8	X
	39700	Contributions, gifts, and grants: Government	1 054	1 096 292	132 621	12.1	4.1	X
	39710	Contributions, gifts, and grants: Private	2 349	2 150 470	336 259	15.6	10.3	X
	39720	Investment income, including interest and dividends	1 549	1 342 046	32 134	2.4	1.0	X
	39730	Gains (losses) from assets sold	147	187 809	-378	-2	Z	X
	39900	All other revenue	1 566	1 305 600	292 005	22.4	8.9	50.1
	39911	All other revenue	1 566	1 305 600	292 005	22.4	8.9	X
713940		Fitness and recreational sports centers	5 441	X	3 274 326	X	100.0	70.4
	30200	Tuition, fees, and other payments from providing academic or technical instruction	1 609	1 090 880	313 483	28.7	9.6	X
	30400	Membership dues	4 480	2 714 349	1 455 297	53.6	44.4	X
	30500	Admissions, excluding admission taxes	777	318 004	82 732	26.0	2.5	X
	30560	Amusement machines operated by this establishment	119	132 225	42 660	32.3	1.3	51.9
	30563	Video games	119	132 225	42 616	32.2	1.3	X
	30564	Other amusement machines, excluding billiard or pool tables	8	5 465	27	.5	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	268	192 737	2 336	1.2	.1	X
	30590	Advertising, including endorsement fees	255	146 384	10 411	7.1	.3	X
	30640	Gaming receipts	78	24 703	4 179	16.9	.1	40.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	63	17 758	3 680	20.7	.1	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	22	7 519	499	6.6	Z	X
	30680	Amounts received for the use of recreational facilities	1 187	875 411	184 623	21.1	5.6	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	57	21 639	881	4.1	Z	X
	30700	Lodging	99	159 982	17 007	10.6	.5	X
	30800	Personal and household goods repair and maintenance	7	4 995	75	1.5	Z	70.4
	30803	Boat repair and maintenance	7	4 995	75	1.5	Z	X
	39000	Merchandise sales	1 019	1 190 193	28 858	2.4	.9	50.6
	39017	Fuels and lubricants	21	26 126	1 350	5.2	Z	X
	39019	All other merchandise, not specified by type	1 001	1 168 329	27 497	2.4	.8	X
	39200	Sales of food and beverages	2 129	1 103 985	171 667	15.6	5.2	63.7
	39201	Sales of food and nonalcoholic beverages	2 117	1 096 224	133 180	12.1	4.1	X
	39202	Sales of alcoholic beverages	315	527 549	38 487	7.3	1.2	X
	39250	Rental or lease of goods and/or equipment	252	204 440	11 059	5.4	.3	X
	39500	All other receipts	1 398	1 218 448	156 417	12.8	4.8	51.3
	39512	All other operating receipts	1 398	1 218 448	156 417	12.8	4.8	X
	39700	Contributions, gifts, and grants: Government	1 054	1 096 292	132 621	12.1	4.1	X
	39710	Contributions, gifts, and grants: Private	2 349	2 150 470	336 259	15.6	10.3	X
	39720	Investment income, including interest and dividends	1 549	1 342 046	32 134	2.4	1.0	X
	39730	Gains (losses) from assets sold	147	187 809	-378	-2	Z	X
	39900	All other revenue	1 566	1 305 600	292 005	22.4	8.9	50.1
	39911	All other revenue	1 566	1 305 600	292 005	22.4	8.9	X
7139409		Other fitness and recreational sports centers	5 441	X	3 274 326	X	100.0	70.4
	30200	Tuition, fees, and other payments from providing academic or technical instruction	1 609	1 090 880	313 483	28.7	9.6	X
	30400	Membership dues	4 480	2 714 349	1 455 297	53.6	44.4	X
	30500	Admissions, excluding admission taxes	777	318 004	82 732	26.0	2.5	X
	30560	Amusement machines operated by this establishment	119	132 225	42 660	32.3	1.3	51.9
	30563	Video games	119	132 225	42 616	32.2	1.3	X
	30564	Other amusement machines, excluding billiard or pool tables	8	5 465	27	.5	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	268	192 737	2 336	1.2	.1	X
	30590	Advertising, including endorsement fees	255	146 384	10 411	7.1	.3	X
	30640	Gaming receipts	78	24 703	4 179	16.9	.1	40.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	63	17 758	3 680	20.7	.1	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	22	7 519	499	6.6	Z	X
	30680	Amounts received for the use of recreational facilities	1 187	875 411	184 623	21.1	5.6	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	57	21 639	881	4.1	Z	X
	30700	Lodging	99	159 982	17 007	10.6	.5	X
	30800	Personal and household goods repair and maintenance	7	4 995	75	1.5	Z	70.4
	30803	Boat repair and maintenance	7	4 995	75	1.5	Z	X
	39000	Merchandise sales	1 019	1 190 193	28 858	2.4	.9	50.6
	39017	Fuels and lubricants	21	26 126	1 350	5.2	Z	X
	39019	All other merchandise, not specified by type	1 001	1 168 329	27 497	2.4	.8	X
	39200	Sales of food and beverages	2 129	1 103 985	171 667	15.6	5.2	63.7
	39201	Sales of food and nonalcoholic beverages	2 117	1 096 224	133 180	12.1	4.1	X
	39202	Sales of alcoholic beverages	315	527 549	38 487	7.3	1.2	X
	39250	Rental or lease of goods and/or equipment	252	204 440	11 059	5.4	.3	X
	39500	All other receipts	1 398	1 218 448	156 417	12.8	4.8	51.3
	39512	All other operating receipts	1 398	1 218 448	156 417	12.8	4.8	X
	39700	Contributions, gifts, and grants: Government	1 054	1 096 292	132 621	12.1	4.1	X
	39710	Contributions, gifts, and grants: Private	2 349	2 150 470	336 259	15.6	10.3	X
	39720	Investment income, including interest and dividends	1 549	1 342 046	32 134	2.4	1.0	X
	39730	Gains (losses) from assets sold	147	187 809	-378	-2	Z	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71394		Fitness and recreational sports centers—Con.						
713940		Fitness and recreational sports centers—Con.						
7139409		Other fitness and recreational sports centers—Con.						
	39900	All other revenue	1 566	1 305 600	292 005	22.4	8.9	50.1
	39911	All other revenue	1 566	1 305 600	292 005	22.4	8.9	X
71399		All other amusement and recreation industries	2 639	X	976 779	X	100.0	68.2
	30200	Tuition, fees, and other payments from providing academic or technical instruction	469	237 704	83 029	34.9	8.5	X
	30400	Membership dues	1 747	652 033	261 913	40.2	26.8	X
	30500	Admissions, excluding admission taxes	359	144 921	48 341	33.4	4.9	X
	30560	Amusement machines operated by this establishment	19	8 540	1 933	22.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	42	46 324	450	1.0	Z	X
	30590	Advertising, including endorsement fees	199	137 051	9 479	6.9	1.0	X
	30640	Gaming receipts	137	56 240	43 872	78.0	4.5	63.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	132	54 145	42 938	79.3	4.4	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	21	5 518	934	16.9	.1	X
	30680	Amounts received for the use of recreational facilities	359	191 061	70 966	37.1	7.3	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	46	45 366	6 719	14.8	.7	X
	30700	Lodging	73	57 948	5 300	9.1	.5	X
	39000	Merchandise sales	601	375 181	25 339	6.8	2.6	55.0
	39017	Fuels and lubricants	14	9 017	857	9.5	.1	X
	39018	Boats and marine equipment	24	13 458	981	7.3	.1	X
	39019	All other merchandise, not specified by type	594	370 981	23 501	6.3	2.4	X
	39200	Sales of food and beverages	694	372 304	77 487	20.8	7.9	54.7
	39201	Sales of food and nonalcoholic beverages	670	355 642	58 152	16.4	6.0	X
	39202	Sales of alcoholic beverages	231	231 125	19 335	8.4	2.0	X
	39250	Rental or lease of goods and/or equipment	82	68 551	3 308	4.8	.3	X
	39500	All other receipts	601	346 580	65 440	18.9	6.7	50.9
	39512	All other operating receipts	601	346 580	65 440	18.9	6.7	X
	39700	Contributions, gifts, and grants: Government	372	184 748	51 498	27.9	5.3	X
	39710	Contributions, gifts, and grants: Private	1 113	517 754	126 710	24.5	13.0	X
	39720	Investment income, including interest and dividends	663	438 853	12 488	2.8	1.3	X
	39730	Gains (losses) from assets sold	98	115 412	1 258	1.1	.1	X
	39900	All other revenue	752	341 778	81 217	23.8	8.3	58.4
	39911	All other revenue	752	341 778	81 217	23.8	8.3	X
713990		All other amusement and recreation industries	2 639	X	976 779	X	100.0	68.2
	30200	Tuition, fees, and other payments from providing academic or technical instruction	469	237 704	83 029	34.9	8.5	X
	30400	Membership dues	1 747	652 033	261 913	40.2	26.8	X
	30500	Admissions, excluding admission taxes	359	144 921	48 341	33.4	4.9	X
	30560	Amusement machines operated by this establishment	19	8 540	1 933	22.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	42	46 324	450	1.0	Z	X
	30590	Advertising, including endorsement fees	199	137 051	9 479	6.9	1.0	X
	30640	Gaming receipts	137	56 240	43 872	78.0	4.5	63.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	132	54 145	42 938	79.3	4.4	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	21	5 518	934	16.9	.1	X
	30680	Amounts received for the use of recreational facilities	359	191 061	70 966	37.1	7.3	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	46	45 366	6 719	14.8	.7	X
	30700	Lodging	73	57 948	5 300	9.1	.5	X
	39000	Merchandise sales	601	375 181	25 339	6.8	2.6	55.0
	39017	Fuels and lubricants	14	9 017	857	9.5	.1	X
	39018	Boats and marine equipment	24	13 458	981	7.3	.1	X
	39019	All other merchandise, not specified by type	594	370 981	23 501	6.3	2.4	X
	39200	Sales of food and beverages	694	372 304	77 487	20.8	7.9	54.7
	39201	Sales of food and nonalcoholic beverages	670	355 642	58 152	16.4	6.0	X
	39202	Sales of alcoholic beverages	231	231 125	19 335	8.4	2.0	X
	39250	Rental or lease of goods and/or equipment	82	68 551	3 308	4.8	.3	X
	39500	All other receipts	601	346 580	65 440	18.9	6.7	50.9
	39512	All other operating receipts	601	346 580	65 440	18.9	6.7	X
	39700	Contributions, gifts, and grants: Government	372	184 748	51 498	27.9	5.3	X
	39710	Contributions, gifts, and grants: Private	1 113	517 754	126 710	24.5	13.0	X
	39720	Investment income, including interest and dividends	663	438 853	12 488	2.8	1.3	X
	39730	Gains (losses) from assets sold	98	115 412	1 258	1.1	.1	X
	39900	All other revenue	752	341 778	81 217	23.8	8.3	58.4
	39911	All other revenue	752	341 778	81 217	23.8	8.3	X
7139908		All other miscellaneous amusement and recreation services	2 639	X	976 779	X	100.0	68.2
	30200	Tuition, fees, and other payments from providing academic or technical instruction	469	237 704	83 029	34.9	8.5	X
	30400	Membership dues	1 747	652 033	261 913	40.2	26.8	X
	30500	Admissions, excluding admission taxes	359	144 921	48 341	33.4	4.9	X
	30560	Amusement machines operated by this establishment	19	8 540	1 933	22.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	42	46 324	450	1.0	Z	X
	30590	Advertising, including endorsement fees	199	137 051	9 479	6.9	1.0	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71399		All other amusement and recreation industries—Con.						
713990		All other amusement and recreation industries—Con.						
7139908		All other miscellaneous amusement and recreation services—Con.						
	30640	Gaming receipts	137	56 240	43 872	78.0	4.5	63.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	132	54 145	42 938	79.3	4.4	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	21	5 518	934	16.9	.1	X
	30680	Amounts received for the use of recreational facilities	359	191 061	70 966	37.1	7.3	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	46	45 366	6 719	14.8	.7	X
	30700	Lodging	73	57 948	5 300	9.1	.5	X
	39000	Merchandise sales	601	375 181	25 339	6.8	2.6	55.0
	39017	Fuels and lubricants	14	9 017	857	9.5	.1	X
	39018	Boats and marine equipment	24	13 458	981	7.3	.1	X
	39019	All other merchandise, not specified by type	594	370 981	23 501	6.3	2.4	X
	39200	Sales of food and beverages	694	372 304	77 487	20.8	7.9	54.7
	39201	Sales of food and nonalcoholic beverages	670	355 642	58 152	16.4	6.0	X
	39202	Sales of alcoholic beverages	231	231 125	19 335	8.4	2.0	X
	39250	Rental or lease of goods and/or equipment	82	68 551	3 308	4.8	.3	X
	39500	All other receipts	601	346 580	65 440	18.9	6.7	50.9
	39512	All other operating receipts	601	346 580	65 440	18.9	6.7	X
	39700	Contributions, gifts, and grants: Government	372	184 748	51 498	27.9	5.3	X
	39710	Contributions, gifts, and grants: Private	1 113	517 754	126 710	24.5	13.0	X
	39720	Investment income, including interest and dividends	663	438 853	12 488	2.8	1.3	X
	39730	Gains (losses) from assets sold	98	115 412	1 258	1.1	.1	X
	39900	All other revenue	752	341 778	81 217	23.8	8.3	58.4
	39911	All other revenue	752	341 778	81 217	23.8	8.3	X
		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX						
71		Arts, entertainment, and recreation	86 921	X	113 934 821	X	100.0	71.6
711		Performing arts, spectator sports, and related industries	31 674	X	49 496 472	X	100.0	69.1
	30400	Membership dues	506	880 782	111 409	12.6	.2	X
	30500	Admissions, excluding admission taxes	5 401	28 297 482	11 923 335	42.1	24.1	X
	30510	Contract fees from providing entertainment	10 719	9 660 940	7 863 484	81.4	15.9	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	4 283	5 080 582	3 886 191	76.5	7.9	X
	30530	Writing fees	6 344	2 270 794	1 737 405	76.5	3.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	5 429	5 814 457	2 382 700	41.0	4.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	1 724	10 626 670	915 350	8.6	1.8	X
	30560	Amusement machines operated by this establishment	209	578 664	46 356	8.0	.1	X
	30570	Sales of programs	1 015	11 537 614	237 770	2.1	.5	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	663	9 899 412	453 080	4.6	.9	X
	30590	Advertising, including endorsement fees	2 610	20 518 272	3 566 390	17.4	7.2	X
	30600	Sports teams share of admissions for games away from home	90	6 040 046	373 562	6.2	.8	X
	30610	Appearance fees	343	2 249 916	203 240	9.0	.4	X
	30620	Fees from providing instruction or training	1 180	1 149 879	338 266	29.4	.7	X
	30630	Racetrack's share of receipts from parimutuel betting	155	4 287 128	2 501 331	58.3	5.1	X
	30640	Gaming receipts	58	2 371 745	1 590 168	67.0	3.2	X
	30650	Purse (prize money)	1 619	1 997 606	749 061	37.5	1.5	X
	30660	Radio and television income	418	13 959 965	5 180 642	37.1	10.5	X
	39000	Merchandise sales	3 780	17 540 781	720 056	4.1	1.5	X
	39200	Sales of food and beverages	2 352	11 466 711	1 069 203	9.3	2.2	X
	39500	All other receipts	5 709	27 286 172	3 647 473	13.4	7.4	X
7111		Performing arts companies	5 236	X	6 224 097	X	100.0	63.9
	30400	Membership dues	191	358 722	80 307	22.4	1.3	X
	30500	Admissions, excluding admission taxes	1 729	3 182 879	2 614 738	82.2	42.0	X
	30510	Contract fees from providing entertainment	3 586	3 159 383	2 618 463	82.9	42.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	141	202 525	35 311	17.4	.6	X
	30530	Writing fees	115	76 878	18 688	24.3	.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	822	1 106 625	275 860	24.9	4.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	261	481 951	39 104	8.1	.6	X
	30560	Amusement machines operated by this establishment	41	91 088	3 783	4.2	.1	X
	30570	Sales of programs	58	131 569	12 311	9.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	49	230 659	3 562	1.5	.1	X
	30590	Advertising, including endorsement fees	252	508 226	31 619	6.2	.5	X
	39000	Merchandise sales	1 266	2 018 998	165 025	8.2	2.7	58.2
	39013	Sales of other merchandise, not specified by type	1 266	2 018 998	165 025	8.2	2.7	X
	39200	Sales of food and beverages	617	1 084 757	177 926	16.4	2.9	62.5
	39201	Sales of food and nonalcoholic beverages	556	899 112	100 415	11.2	1.6	X
	39202	Sales of alcoholic beverages	284	715 020	77 511	10.8	1.2	X
	39500	All other receipts	861	1 605 477	147 400	9.2	2.4	57.3
	39507	All other operating receipts	861	1 605 477	147 400	9.2	2.4	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71111		Theater companies and dinner theaters	1 521	X	2 879 233	X	100.0	66.0
	30400	Membership dues	52	147 666	29 897	20.2	1.0	X
	30500	Admissions, excluding admission taxes	944	2 036 739	1 705 239	83.7	59.2	X
	30510	Contract fees from providing entertainment	649	932 138	790 296	84.8	27.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	44	149 697	23 523	15.7	.8	X
	30530	Writing fees	42	29 403	1 880	6.4	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	98	124 715	12 842	10.3	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	163	298 104	18 224	6.1	.6	X
	30560	Amusement machines operated by this establishment	11	6 469	418	6.5	Z	X
	30570	Sales of programs	18	67 893	8 129	12.0	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	24	202 262	2 342	1.2	.1	X
	30590	Advertising, including endorsement fees	121	242 421	9 560	3.9	.3	X
	39000	Merchandise sales	327	933 388	72 789	7.8	2.5	60.1
	39013	Sales of other merchandise, not specified by type	327	933 388	72 789	7.8	2.5	X
	39200	Sales of food and beverages	415	789 720	117 858	14.9	4.1	64.4
	39201	Sales of food and nonalcoholic beverages	364	610 503	71 439	11.7	2.5	X
	39202	Sales of alcoholic beverages	228	540 926	46 419	8.6	1.6	X
	39500	All other receipts	323	826 647	86 236	10.4	3.0	59.7
	39507	All other operating receipts	323	826 647	86 236	10.4	3.0	X
711110		Theater companies and dinner theaters	1 521	X	2 879 233	X	100.0	66.0
	30400	Membership dues	52	147 666	29 897	20.2	1.0	X
	30500	Admissions, excluding admission taxes	944	2 036 739	1 705 239	83.7	59.2	X
	30510	Contract fees from providing entertainment	649	932 138	790 296	84.8	27.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	44	149 697	23 523	15.7	.8	X
	30530	Writing fees	42	29 403	1 880	6.4	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	98	124 715	12 842	10.3	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	163	298 104	18 224	6.1	.6	X
	30560	Amusement machines operated by this establishment	11	6 469	418	6.5	Z	X
	30570	Sales of programs	18	67 893	8 129	12.0	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	24	202 262	2 342	1.2	.1	X
	30590	Advertising, including endorsement fees	121	242 421	9 560	3.9	.3	X
	39000	Merchandise sales	327	933 388	72 789	7.8	2.5	60.1
	39013	Sales of other merchandise, not specified by type	327	933 388	72 789	7.8	2.5	X
	39200	Sales of food and beverages	415	789 720	117 858	14.9	4.1	64.4
	39201	Sales of food and nonalcoholic beverages	364	610 503	71 439	11.7	2.5	X
	39202	Sales of alcoholic beverages	228	540 926	46 419	8.6	1.6	X
	39500	All other receipts	323	826 647	86 236	10.4	3.0	59.7
	39507	All other operating receipts	323	826 647	86 236	10.4	3.0	X
7111101		Opera companies	17	X	6 363	X	100.0	34.5
	30510	Contract fees from providing entertainment	13	3 747	3 584	95.7	56.3	X
7111102		Theater companies	1 321	X	2 404 997	X	100.0	64.0
	30400	Membership dues	50	145 402	29 726	20.4	1.2	X
	30500	Admissions, excluding admission taxes	757	1 566 250	1 380 847	88.2	57.4	X
	30510	Contract fees from providing entertainment	626	912 990	785 582	86.0	32.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	40	145 918	23 242	15.9	1.0	X
	30530	Writing fees	42	29 403	1 880	6.4	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	97	123 460	12 834	10.4	.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	121	189 738	15 486	8.2	.6	X
	30560	Amusement machines operated by this establishment	11	6 469	418	6.5	Z	X
	30570	Sales of programs	16	32 384	7 916	24.4	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	16	163 592	1 795	1.1	.1	X
	30590	Advertising, including endorsement fees	93	176 192	7 455	4.2	.3	X
	39000	Merchandise sales	236	575 982	38 725	6.7	1.6	59.6
	39013	Sales of other merchandise, not specified by type	236	575 982	38 725	6.7	1.6	X
	39200	Sales of food and beverages	275	382 149	27 883	7.3	1.2	63.2
	39201	Sales of food and nonalcoholic beverages	248	330 442	15 268	4.6	.6	X
	39202	Sales of alcoholic beverages	110	222 648	12 615	5.7	.5	X
	39500	All other receipts	258	590 596	71 208	12.1	3.0	60.4
	39507	All other operating receipts	258	590 596	71 208	12.1	3.0	X
7111103		Dinner theaters	183	X	467 873	X	100.0	76.8
	30500	Admissions, excluding admission taxes	183	467 873	322 545	68.9	68.9	X
	30510	Contract fees from providing entertainment	10	15 401	1 130	7.3	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	41	107 111	2 735	2.6	.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	8	38 670	547	1.4	.1	X
	30590	Advertising, including endorsement fees	28	66 229	2 105	3.2	.5	X
	39000	Merchandise sales	90	356 151	33 997	9.5	7.3	67.7
	39013	Sales of other merchandise, not specified by type	90	356 151	33 997	9.5	7.3	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71111		Theater companies and dinner theaters—Con.						
711110		Theater companies and dinner theaters—Con.						
7111103		Dinner theaters—Con.						
	39200	Sales of food and beverages	140	407 571	89 975	22.1	19.2	74.2
	39201	Sales of food and nonalcoholic beverages	116	280 061	56 171	20.1	12.0	X
	39202	Sales of alcoholic beverages	118	318 278	33 804	10.6	7.2	X
	39500	All other receipts	61	234 358	14 317	6.1	3.1	63.1
	39507	All other operating receipts	61	234 358	14 317	6.1	3.1	X
71112		Dance companies.....	133	X	93 937	X	100.0	40.1
	30500	Admissions, excluding admission taxes	94	72 185	47 398	65.7	50.5	X
	30510	Contract fees from providing entertainment.....	43	45 462	28 732	63.2	30.6	X
	30530	Writing fees	6	8 033	5 985	74.5	6.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	15	18 398	383	2.1	.4	X
	30570	Sales of programs	6	2 273	16	.7	Z	X
	30590	Advertising, including endorsement fees	10	17 041	483	2.8	.5	X
	39000	Merchandise sales	36	26 876	411	1.5	.4	34.1
	39013	Sales of other merchandise, not specified by type	36	26 876	411	1.5	.4	X
	39200	Sales of food and beverages	24	7 351	2 554	34.7	2.7	37.1
	39201	Sales of food and nonalcoholic beverages	18	5 147	983	19.1	1.0	X
	39202	Sales of alcoholic beverages	6	2 204	1 571	71.3	1.7	X
	39500	All other receipts	26	14 541	3 446	23.7	3.7	36.2
	39507	All other operating receipts	26	14 541	3 446	23.7	3.7	X
711120		Dance companies.....	133	X	93 937	X	100.0	40.1
	30500	Admissions, excluding admission taxes	94	72 185	47 398	65.7	50.5	X
	30510	Contract fees from providing entertainment.....	43	45 462	28 732	63.2	30.6	X
	30530	Writing fees	6	8 033	5 985	74.5	6.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	15	18 398	383	2.1	.4	X
	30570	Sales of programs	6	2 273	16	.7	Z	X
	30590	Advertising, including endorsement fees	10	17 041	483	2.8	.5	X
	39000	Merchandise sales	36	26 876	411	1.5	.4	34.1
	39013	Sales of other merchandise, not specified by type	36	26 876	411	1.5	.4	X
	39200	Sales of food and beverages	24	7 351	2 554	34.7	2.7	37.1
	39201	Sales of food and nonalcoholic beverages	18	5 147	983	19.1	1.0	X
	39202	Sales of alcoholic beverages	6	2 204	1 571	71.3	1.7	X
	39500	All other receipts	26	14 541	3 446	23.7	3.7	36.2
	39507	All other operating receipts	26	14 541	3 446	23.7	3.7	X
71113		Musical groups and artists	3 100	X	2 421 413	X	100.0	61.1
	30400	Membership dues	105	165 956	27 640	16.7	1.1	X
	30500	Admissions, excluding admission taxes	504	473 580	350 442	74.0	14.5	X
	30510	Contract fees from providing entertainment.....	2 603	1 949 235	1 591 374	81.6	65.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	85	48 238	10 561	21.9	.4	X
	30530	Writing fees	67	39 442	10 823	27.4	.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	663	884 553	260 981	29.5	10.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	56	128 387	11 043	8.6	.5	X
	30570	Sales of programs	21	19 198	3 356	17.5	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	20	19 835	913	4.6	Z	X
	30590	Advertising, including endorsement fees	90	180 468	20 489	11.4	.8	X
	39000	Merchandise sales	815	824 094	68 732	8.3	2.8	60.0
	39013	Sales of other merchandise, not specified by type	815	824 094	68 732	8.3	2.8	X
	39200	Sales of food and beverages	87	96 751	16 942	17.5	.7	58.8
	39201	Sales of food and nonalcoholic beverages	83	92 527	8 084	8.7	.3	X
	39202	Sales of alcoholic beverages	21	45 112	8 858	19.6	.4	X
	39500	All other receipts	449	589 057	47 325	8.0	2.0	60.0
	39507	All other operating receipts	449	589 057	47 325	8.0	2.0	X
711130		Musical groups and artists	3 100	X	2 421 413	X	100.0	61.1
	30400	Membership dues	105	165 956	27 640	16.7	1.1	X
	30500	Admissions, excluding admission taxes	504	473 580	350 442	74.0	14.5	X
	30510	Contract fees from providing entertainment.....	2 603	1 949 235	1 591 374	81.6	65.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	85	48 238	10 561	21.9	.4	X
	30530	Writing fees	67	39 442	10 823	27.4	.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	663	884 553	260 981	29.5	10.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	56	128 387	11 043	8.6	.5	X
	30570	Sales of programs	21	19 198	3 356	17.5	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	20	19 835	913	4.6	Z	X
	30590	Advertising, including endorsement fees	90	180 468	20 489	11.4	.8	X
	39000	Merchandise sales	815	824 094	68 732	8.3	2.8	60.0
	39013	Sales of other merchandise, not specified by type	815	824 094	68 732	8.3	2.8	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Estab-lishments with the product line	All estab-lishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71113		Musical groups and artists—Con.						
711130		Musical groups and artists—Con.						
	39200	Sales of food and beverages	87	96 751	16 942	17.5	.7	58.8
	39201	Sales of food and nonalcoholic beverages	83	92 527	8 084	8.7	.3	X
	39202	Sales of alcoholic beverages	21	45 112	8 858	19.6	.4	X
	39500	All other receipts	449	589 057	47 325	8.0	2.0	60.0
	39507	All other operating receipts	449	589 057	47 325	8.0	2.0	X
7111301		Symphony orchestras and chamber music organizations	77	X	38 700	X	100.0	28.2
	30500	Admissions, excluding admission taxes	10	6 360	4 243	66.7	11.0	X
	30510	Contract fees from providing entertainment	68	32 340	30 301	93.7	78.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	7	2 891	1 870	64.7	4.8	X
	39000	Merchandise sales	8	6 590	26	.4	.1	28.2
	39013	Sales of other merchandise, not specified by type	8	6 590	26	.4	.1	X
	39500	All other receipts	14	7 226	170	2.4	.4	28.2
	39507	All other operating receipts	14	7 226	170	2.4	.4	X
7111309		Other music groups and artists	3 023	X	2 382 713	X	100.0	61.6
	30400	Membership dues	105	165 956	27 640	16.7	1.2	X
	30500	Admissions, excluding admission taxes	494	467 220	346 199	74.1	14.5	X
	30510	Contract fees from providing entertainment	2 535	1 916 895	1 561 073	81.4	65.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	85	48 238	10 561	21.9	.4	X
	30530	Writing fees	67	39 442	10 823	27.4	.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	656	881 662	259 111	29.4	10.9	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	56	128 387	11 043	8.6	.5	X
	30570	Sales of programs	21	19 198	3 356	17.5	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	20	19 835	913	4.6	Z	X
	30590	Advertising, including endorsement fees	90	180 468	20 489	11.4	.9	X
	39000	Merchandise sales	807	817 504	68 706	8.4	2.9	60.5
	39013	Sales of other merchandise, not specified by type	807	817 504	68 706	8.4	2.9	X
	39200	Sales of food and beverages	82	91 272	15 644	17.1	.7	59.3
	39201	Sales of food and nonalcoholic beverages	78	87 048	6 786	7.8	.3	X
	39202	Sales of alcoholic beverages	21	45 112	8 858	19.6	.4	X
	39500	All other receipts	435	581 831	47 155	8.1	2.0	60.5
	39507	All other operating receipts	435	581 831	47 155	8.1	2.0	X
71119		Other performing arts companies	482	X	829 514	X	100.0	67.6
	30400	Membership dues	29	41 252	19 038	46.2	2.3	X
	30500	Admissions, excluding admission taxes	187	600 375	511 659	85.2	61.7	X
	30510	Contract fees from providing entertainment	291	232 548	208 061	89.5	25.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	11	3 667	449	12.2	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	46	78 959	1 654	2.1	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	42	55 460	9 837	17.7	1.2	X
	30560	Amusement machines operated by this establishment	22	77 926	2 554	3.3	.3	X
	30570	Sales of programs	13	42 205	810	1.9	.1	X
	30590	Advertising, including endorsement fees	31	68 296	1 087	1.6	.1	X
	39000	Merchandise sales	88	234 640	23 093	9.8	2.8	44.2
	39013	Sales of other merchandise, not specified by type	88	234 640	23 093	9.8	2.8	X
	39200	Sales of food and beverages	91	190 935	40 572	21.2	4.9	67.4
	39201	Sales of food and nonalcoholic beverages	91	190 935	19 909	10.4	2.4	X
	39202	Sales of alcoholic beverages	29	126 778	20 663	16.3	2.5	X
	39500	All other receipts	63	175 232	10 393	5.9	1.3	40.7
	39507	All other operating receipts	63	175 232	10 393	5.9	1.3	X
711190		Other performing arts companies	482	X	829 514	X	100.0	67.6
	30400	Membership dues	29	41 252	19 038	46.2	2.3	X
	30500	Admissions, excluding admission taxes	187	600 375	511 659	85.2	61.7	X
	30510	Contract fees from providing entertainment	291	232 548	208 061	89.5	25.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	11	3 667	449	12.2	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	46	78 959	1 654	2.1	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	42	55 460	9 837	17.7	1.2	X
	30560	Amusement machines operated by this establishment	22	77 926	2 554	3.3	.3	X
	30570	Sales of programs	13	42 205	810	1.9	.1	X
	30590	Advertising, including endorsement fees	31	68 296	1 087	1.6	.1	X
	39000	Merchandise sales	88	234 640	23 093	9.8	2.8	44.2
	39013	Sales of other merchandise, not specified by type	88	234 640	23 093	9.8	2.8	X
	39200	Sales of food and beverages	91	190 935	40 572	21.2	4.9	67.4
	39201	Sales of food and nonalcoholic beverages	91	190 935	19 909	10.4	2.4	X
	39202	Sales of alcoholic beverages	29	126 778	20 663	16.3	2.5	X
	39500	All other receipts	63	175 232	10 393	5.9	1.3	40.7
	39507	All other operating receipts	63	175 232	10 393	5.9	1.3	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7111		Performing arts companies—Con.						
71119		Other performing arts companies—Con.						
711190		Other performing arts companies—Con.						
7111901		Circuses	47	X	365 357	X	100.0	79.3
	30500	Admissions, excluding admission taxes	35	315 139	294 687	93.5	80.7	X
	30510	Contract fees from providing entertainment	16	60 627	46 717	77.1	12.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	9	20 596	2 183	10.6	.6	X
	30590	Advertising, including endorsement fees	10	14 944	469	3.1	.1	X
	39200	Sales of food and beverages	17	34 377	7 407	21.5	2.0	79.3
	39201	Sales of food and nonalcoholic beverages	17	34 377	7 407	21.5	2.0	X
	39500	All other receipts	7	13 047	557	4.3	.2	79.3
	39507	All other operating receipts	7	13 047	557	4.3	.2	X
7111909		Other performing arts companies (except circuses)	435	X	464 157	X	100.0	58.3
	30400	Membership dues	26	36 354	15 856	43.6	3.4	X
	30500	Admissions, excluding admission taxes	152	285 236	216 972	76.1	46.7	X
	30510	Contract fees from providing entertainment	275	171 921	161 344	93.8	34.8	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	9	2 916	375	12.9	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	46	78 959	1 654	2.1	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	33	34 864	7 654	22.0	1.6	X
	30560	Amusement machines operated by this establishment	18	72 882	2 096	2.9	.5	X
	30570	Sales of programs	9	35 801	750	2.1	.2	X
	30590	Advertising, including endorsement fees	21	53 352	618	1.2	.1	X
	39000	Merchandise sales	83	187 682	13 570	7.2	2.9	36.9
	39013	Sales of other merchandise, not specified by type	83	187 682	13 570	7.2	2.9	X
	39200	Sales of food and beverages	74	156 558	33 165	21.2	7.1	58.2
	39201	Sales of food and nonalcoholic beverages	74	156 558	12 502	8.0	2.7	X
	39202	Sales of alcoholic beverages	29	126 778	20 663	16.3	4.5	X
	39500	All other receipts	56	162 185	9 836	6.1	2.1	33.1
	39507	All other operating receipts	56	162 185	9 836	6.1	2.1	X
7112		Spectator sports	4 072	X	22 313 416	X	100.0	79.8
	30500	Admissions, excluding admission taxes	1 397	18 182 602	5 813 951	32.0	26.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	127	508 271	119 071	23.4	.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	513	7 224 914	251 054	3.5	1.1	X
	30560	Amusement machines operated by this establishment	66	383 081	9 025	2.4	.2	X
	30570	Sales of programs	619	10 824 481	142 482	1.3	.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	316	8 157 053	349 314	4.3	1.6	X
	30590	Advertising, including endorsement fees	1 296	15 221 750	1 786 654	11.7	8.0	X
	30600	Sports teams share of admissions for games away from home	90	6 040 046	373 562	6.2	1.7	X
	30610	Appearance fees	343	2 249 916	203 240	9.0	.9	X
	30620	Fees from providing instruction or training	1 180	1 149 879	338 266	29.4	1.5	X
	30630	Racetrack's share of receipts from parimutuel betting	155	4 287 128	2 501 331	58.3	11.2	X
	30640	Gaming receipts	58	2 371 745	1 590 168	67.0	7.1	76.4
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	26	1 608 910	1 160 407	72.1	5.2	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others .	42	1 612 997	429 761	26.6	1.9	X
	30650	Purse (prize money)	1 619	1 997 606	749 061	37.5	3.4	X
	30660	Radio and television income	418	13 959 965	5 180 642	37.1	23.2	X
	39000	Merchandise sales	1 031	11 801 115	295 305	2.5	1.3	77.3
	39014	Sales of other merchandise, not specified by type	1 031	11 801 115	295 305	2.5	1.3	X
	39200	Sales of food and beverages	839	7 896 436	440 070	5.6	2.0	65.6
	39201	Sales of food and nonalcoholic beverages	830	7 806 290	341 344	4.4	1.5	X
	39202	Sales of alcoholic beverages	412	5 100 693	98 726	1.9	.4	X
	39500	All other receipts	1 615	18 936 245	2 170 220	11.5	9.7	78.2
	39508	All other operating receipts	1 615	18 936 245	2 170 220	11.5	9.7	X
71121		Spectator sports	4 072	X	22 313 416	X	100.0	79.8
	30500	Admissions, excluding admission taxes	1 397	18 182 602	5 813 951	32.0	26.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	127	508 271	119 071	23.4	.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	513	7 224 914	251 054	3.5	1.1	X
	30560	Amusement machines operated by this establishment	66	383 081	9 025	2.4	.2	X
	30570	Sales of programs	619	10 824 481	142 482	1.3	.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	316	8 157 053	349 314	4.3	1.6	X
	30590	Advertising, including endorsement fees	1 296	15 221 750	1 786 654	11.7	8.0	X
	30600	Sports teams share of admissions for games away from home	90	6 040 046	373 562	6.2	1.7	X
	30610	Appearance fees	343	2 249 916	203 240	9.0	.9	X
	30620	Fees from providing instruction or training	1 180	1 149 879	338 266	29.4	1.5	X
	30630	Racetrack's share of receipts from parimutuel betting	155	4 287 128	2 501 331	58.3	11.2	X
	30640	Gaming receipts	58	2 371 745	1 590 168	67.0	7.1	76.4
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	26	1 608 910	1 160 407	72.1	5.2	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others .	42	1 612 997	429 761	26.6	1.9	X
	30650	Purse (prize money)	1 619	1 997 606	749 061	37.5	3.4	X
	30660	Radio and television income	418	13 959 965	5 180 642	37.1	23.2	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7112		Spectator sports—Con.						
71121		Spectator sports—Con.						
	39000	Merchandise sales	1 031	11 801 115	295 305	2.5	1.3	77.3
	39014	Sales of other merchandise, not specified by type	1 031	11 801 115	295 305	2.5	1.3	X
	39200	Sales of food and beverages	839	7 896 436	440 070	5.6	2.0	65.6
	39201	Sales of food and nonalcoholic beverages	830	7 806 290	341 344	4.4	1.5	X
	39202	Sales of alcoholic beverages	412	5 100 693	98 726	1.9	.4	X
	39500	All other receipts	1 615	18 936 245	2 170 220	11.5	9.7	78.2
	39508	All other operating receipts	1 615	18 936 245	2 170 220	11.5	9.7	X
711211		Sports teams and clubs	674	X	13 025 050	X	100.0	78.5
	30500	Admissions, excluding admission taxes	662	12 894 335	4 623 110	35.9	35.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	10	12 778	333	2.6	Z	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters .	156	4 336 243	134 689	3.1	1.0	X
	30560	Amusement machines operated by this establishment	39	206 269	692	.3	Z	X
	30570	Sales of programs	320	6 144 783	29 004	.5	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	197	6 739 760	324 452	4.8	2.5	X
	30590	Advertising, including endorsement fees	556	11 743 947	1 157 775	9.9	8.9	X
	30600	Sports teams share of admissions for games away from home	90	6 040 046	373 562	6.2	2.9	X
	30610	Appearance fees	38	1 238 558	2 211	.2	Z	X
	30620	Fees from providing instruction or training	96	665 715	12 688	1.9	.1	X
	30640	Gaming receipts	9	173 022	2 845	1.6	Z	78.4
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	7	172 735	2 777	1.6	Z	X
	30660	Radio and television income	288	12 029 742	4 852 911	40.3	37.3	X
	39000	Merchandise sales	523	8 327 676	202 900	2.4	1.6	76.6
	39014	Sales of other merchandise, not specified by type	523	8 327 676	202 900	2.4	1.6	X
	39200	Sales of food and beverages	290	3 445 723	171 502	5.0	1.3	60.3
	39201	Sales of food and nonalcoholic beverages	285	3 427 487	145 690	4.3	1.1	X
	39202	Sales of alcoholic beverages	141	1 749 611	25 812	1.5	.2	X
	39500	All other receipts	472	11 838 509	1 131 347	9.6	8.7	77.3
	39508	All other operating receipts	472	11 838 509	1 131 347	9.6	8.7	X
7112111		Football clubs	67	X	4 573 049	X	100.0	89.0
	30500	Admissions, excluding admission taxes	67	4 573 049	1 041 107	22.8	22.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters .	13	1 190 851	27 073	2.3	.6	X
	30570	Sales of programs	28	2 632 530	8 169	.3	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	24	2 083 928	42 751	2.1	.9	X
	30590	Advertising, including endorsement fees	51	3 601 327	169 618	4.7	3.7	X
	30600	Sports teams share of admissions for games away from home	43	4 214 867	319 020	7.6	7.0	X
	30610	Appearance fees	7	607 127	516	.1	Z	X
	30660	Radio and television income	49	4 559 956	2 611 658	57.3	57.1	X
	39000	Merchandise sales	44	2 532 929	45 862	1.8	1.0	89.0
	39014	Sales of other merchandise, not specified by type	44	2 532 929	45 862	1.8	1.0	X
	39200	Sales of food and beverages	12	877 232	18 351	2.1	.4	58.7
	39201	Sales of food and nonalcoholic beverages	12	877 232	14 271	1.6	.3	X
	39500	All other receipts	54	4 266 140	288 916	6.8	6.3	89.0
	39508	All other operating receipts	54	4 266 140	288 916	6.8	6.3	X
7112112		Baseball clubs	242	X	3 751 351	X	100.0	82.1
	30500	Admissions, excluding admission taxes	240	3 751 194	1 488 550	39.7	39.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters .	94	2 115 250	70 933	3.4	1.9	X
	30560	Amusement machines operated by this establishment	25	75 280	570	.8	Z	X
	30570	Sales of programs	159	1 933 832	6 817	.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	92	2 736 390	216 901	7.9	5.8	X
	30590	Advertising, including endorsement fees	222	3 639 992	425 998	11.7	11.4	X
	30600	Sports teams share of admissions for games away from home	20	1 097 650	13 232	1.2	.4	X
	30610	Appearance fees	14	366 623	1 549	.4	Z	X
	30620	Fees from providing instruction or training	28	193 332	966	.5	Z	X
	30640	Gaming receipts	6	17 050	587	.3	Z	X
	30660	Radio and television income	111	3 366 441	865 701	25.7	23.1	X
	39000	Merchandise sales	200	2 507 191	102 157	4.1	2.7	81.5
	39014	Sales of other merchandise, not specified by type	200	2 507 191	102 157	4.1	2.7	X
	39200	Sales of food and beverages	139	829 369	107 206	12.9	2.9	64.3
	39201	Sales of food and nonalcoholic beverages	136	811 570	89 665	11.0	2.4	X
	39202	Sales of alcoholic beverages	99	767 350	17 541	2.3	.5	X
	39500	All other receipts	176	3 336 067	450 163	13.5	12.0	81.7
	39508	All other operating receipts	176	3 336 067	450 163	13.5	12.0	X
7112119		Other professional sports teams and clubs	365	X	4 700 650	X	100.0	65.5
	30500	Admissions, excluding admission taxes	355	4 570 092	2 093 453	45.8	44.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	8	4 244	312	7.4	Z	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters .	49	1 030 142	36 683	3.6	.8	X
	30560	Amusement machines operated by this establishment	14	130 989	122	.1	Z	X
	30570	Sales of programs	133	1 578 421	14 018	.9	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	81	1 919 442	64 800	3.4	1.4	X
	30590	Advertising, including endorsement fees	283	4 502 628	562 159	12.5	12.0	X
	30600	Sports teams share of admissions for games away from home	27	727 529	41 310	5.7	.9	X
	30610	Appearance fees	17	264 808	146	.1	Z	X
	30620	Fees from providing instruction or training	66	471 420	11 716	2.5	.2	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Estab-lishments with the product line	All estab-lishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7112		Spectator sports—Con.						
71121		Spectator sports—Con.						
711211		Sports teams and clubs—Con.						
7112119		Other professional sports teams and clubs—Con.						
	30660	Radio and television income	128	4 103 345	1 375 552	33.5	29.3	X
	39000	Merchandise sales	279	3 287 556	54 881	1.7	1.2	61.2
	39014	Sales of other merchandise, not specified by type	279	3 287 556	54 881	1.7	1.2	X
	39200	Sales of food and beverages	139	1 739 122	45 945	2.6	1.0	55.6
	39201	Sales of food and nonalcoholic beverages	137	1 738 685	41 754	2.4	.9	X
	39202	Sales of alcoholic beverages	38	542 130	4 191	.8	.1	X
	39500	All other receipts	242	4 236 302	392 268	9.3	8.3	62.5
	39508	All other operating receipts	242	4 236 302	392 268	9.3	8.3	X
711212		Racetracks	646	X	6 702 456	X	100.0	84.9
	30500	Admissions, excluding admission taxes	594	5 256 675	1 169 600	22.3	17.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	18	330 493	12 606	3.8	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	284	2 833 964	102 436	3.6	1.5	X
	30560	Amusement machines operated by this establishment	14	174 807	6 374	3.6	.1	X
	30570	Sales of programs	270	4 637 625	111 315	2.4	1.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	99	1 388 002	24 144	1.7	.4	X
	30590	Advertising, including endorsement fees	308	2 638 382	111 367	4.2	1.7	X
	30610	Appearance fees	35	486 939	4 273	.9	.1	X
	30620	Fees from providing instruction or training	17	26 319	1 983	7.5	Z	X
	30630	Racetrack's share of receipts from parimutuel betting	155	4 287 128	2 501 331	58.3	37.3	X
	30640	Gaming receipts	49	2 198 723	1 587 323	72.2	23.7	81.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	19	1 436 175	1 157 630	80.6	17.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	40	1 612 710	429 693	26.6	6.4	X
	30660	Radio and television income	65	1 792 010	306 399	17.1	4.6	X
	39000	Merchandise sales	312	3 129 108	61 636	2.0	.9	81.0
	39014	Sales of other merchandise, not specified by type	312	3 129 108	61 636	2.0	.9	X
	39200	Sales of food and beverages	471	4 368 882	260 384	6.0	3.9	72.8
	39201	Sales of food and nonalcoholic beverages	467	4 296 972	189 353	4.4	2.8	X
	39202	Sales of alcoholic beverages	232	3 299 095	71 031	2.2	1.1	X
	39500	All other receipts	358	5 866 194	441 285	7.5	6.6	82.9
	39508	All other operating receipts	358	5 866 194	441 285	7.5	6.6	X
7112121		Dog racetrack operation	47	X	904 528	X	100.0	97.2
	30500	Admissions, excluding admission taxes	29	332 231	5 091	1.5	.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	12	224 962	1 711	.8	.2	X
	30570	Sales of programs	34	491 264	9 791	2.0	1.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	11	140 150	461	.3	.1	X
	30590	Advertising, including endorsement fees	6	71 982	272	.4	Z	X
	30630	Racetrack's share of receipts from parimutuel betting	46	878 589	439 306	50.0	48.6	X
	30640	Gaming receipts	12	508 893	370 661	72.8	41.0	97.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	8	390 906	263 256	67.3	29.1	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	8	223 791	107 405	48.0	11.9	X
	39000	Merchandise sales	20	356 608	2 567	.7	.3	97.2
	39014	Sales of other merchandise, not specified by type	20	356 608	2 567	.7	.3	X
	39200	Sales of food and beverages	34	628 891	49 340	7.8	5.5	94.5
	39201	Sales of food and nonalcoholic beverages	34	628 891	33 855	5.4	3.7	X
	39202	Sales of alcoholic beverages	32	500 071	15 485	3.1	1.7	X
	39500	All other receipts	37	759 055	20 327	2.7	2.2	97.2
	39508	All other operating receipts	37	759 055	20 327	2.7	2.2	X
7112122		Auto racetrack operation	478	X	1 992 894	X	100.0	69.3
	30500	Admissions, excluding admission taxes	466	1 940 956	1 046 106	53.9	52.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	14	45 988	678	1.5	Z	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	216	1 268 295	75 010	5.9	3.8	X
	30570	Sales of programs	131	1 166 090	53 190	4.6	2.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	55	394 696	19 325	4.9	1.0	X
	30590	Advertising, including endorsement fees	254	1 063 976	98 751	9.3	5.0	X
	30610	Appearance fees	34	479 619	4 179	.9	.2	X
	30620	Fees from providing instruction or training	14	23 025	1 783	7.7	.1	X
	30660	Radio and television income	57	1 391 156	288 808	20.8	14.5	X
	39000	Merchandise sales	244	1 311 934	50 987	3.9	2.6	69.1
	39014	Sales of other merchandise, not specified by type	244	1 311 934	50 987	3.9	2.6	X
	39200	Sales of food and beverages	359	789 266	75 884	9.6	3.8	48.4
	39201	Sales of food and nonalcoholic beverages	359	789 266	61 935	7.8	3.1	X
	39202	Sales of alcoholic beverages	130	297 787	13 949	4.7	.7	X
	39500	All other receipts	224	1 590 892	277 655	17.5	13.9	69.2
	39508	All other operating receipts	224	1 590 892	277 655	17.5	13.9	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Estab-lishments with the product line	All estab-lishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7112		Spectator sports—Con.						
71121		Spectator sports—Con.						
711212		Racetracks—Con.						
7112123		Horse racetrack operation	121	X	3 805 034	X	100.0	90.1
	30500	Admissions, excluding admission taxes	99	2 983 488	118 403	4.0	3.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	56	1 340 707	25 715	1.9	.7	X
	30560	Amusement machines operated by this establishment	8	128 763	835	.6	Z	X
	30570	Sales of programs	105	2 980 271	48 334	1.6	1.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	33	853 156	4 358	.5	.1	X
	30590	Advertising, including endorsement fees	48	1 502 424	12 344	.8	.3	X
	30630	Racetrack's share of receipts from parimutuel betting	109	3 408 539	2 062 025	60.5	54.2	X
	30640	Gaming receipts	37	1 689 830	1 216 662	72.0	32.0	84.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	11	1 045 269	894 374	85.6	23.5	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	32	1 388 919	322 288	23.2	8.5	X
	30660	Radio and television income	8	400 854	17 591	4.4	.5	X
	39000	Merchandise sales	48	1 460 566	8 082	.6	.2	82.7
	39014	Sales of other merchandise, not specified by type	48	1 460 566	8 082	.6	.2	X
	39200	Sales of food and beverages	78	2 950 725	135 160	4.6	3.6	77.7
	39201	Sales of food and nonalcoholic beverages	74	2 878 815	93 563	3.3	2.5	X
	39202	Sales of alcoholic beverages	70	2 501 237	41 597	1.7	1.1	X
	39500	All other receipts	97	3 516 247	143 303	4.1	3.8	86.8
	39508	All other operating receipts	97	3 516 247	143 303	4.1	3.8	X
711219		Other spectator sports	2 752	X	2 585 910	X	100.0	72.9
	30500	Admissions, excluding admission taxes	141	31 592	21 241	67.2	.8	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	99	165 000	106 132	64.3	4.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	73	54 707	13 929	25.5	.5	X
	30560	Amusement machines operated by this establishment	13	2 005	1 959	97.7	.1	X
	30570	Sales of programs	29	42 073	2 163	5.1	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	20	29 291	718	2.5	Z	X
	30590	Advertising, including endorsement fees	432	839 421	517 512	61.7	20.0	X
	30610	Appearance fees	270	524 419	196 756	37.5	7.6	X
	30620	Fees from providing instruction or training	1 067	457 845	323 595	70.7	12.5	X
	30650	Purse (prize money)	1 617	1 992 264	744 032	37.3	28.8	X
	30660	Radio and television income	65	138 213	21 332	15.4	.8	X
	39000	Merchandise sales	196	344 331	30 769	8.9	1.2	68.8
	39014	Sales of other merchandise, not specified by type	196	344 331	30 769	8.9	1.2	X
	39200	Sales of food and beverages	78	81 831	8 184	10.0	.3	58.9
	39201	Sales of food and nonalcoholic beverages	78	81 831	6 301	7.7	.2	X
	39202	Sales of alcoholic beverages	39	51 987	1 883	3.6	.1	X
	39500	All other receipts	785	1 231 542	597 588	48.5	23.1	69.6
	39508	All other operating receipts	785	1 231 542	597 588	48.5	23.1	X
7112191		Professional athletes	551	X	400 923	X	100.0	72.8
	30500	Admissions, excluding admission taxes	47	7 147	5 108	71.5	1.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	9	13 475	9 277	68.8	2.3	X
	30590	Advertising, including endorsement fees	107	199 089	109 220	54.9	27.2	X
	30610	Appearance fees	147	207 472	95 154	45.9	23.7	X
	30620	Fees from providing instruction or training	208	59 449	48 686	81.9	12.1	X
	30650	Purse (prize money)	186	226 059	91 671	40.6	22.9	X
	30660	Radio and television income	23	25 459	3 036	11.9	.8	X
	39000	Merchandise sales	46	26 142	2 781	10.6	.7	X
	39200	Sales of food and beverages	15	10 812	2 836	26.2	.7	X
	39500	All other receipts	105	167 293	33 048	19.8	8.2	65.5
	39508	All other operating receipts	105	167 293	33 048	19.8	8.2	X
7112192		Racing (except racetrack operation)	2 201	X	2 184 987	X	100.0	72.9
	30500	Admissions, excluding admission taxes	94	24 445	16 133	66.0	.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	90	151 525	96 855	63.9	4.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	68	54 147	13 915	25.7	.6	X
	30560	Amusement machines operated by this establishment	13	2 005	1 959	97.7	.1	X
	30570	Sales of programs	29	42 073	2 163	5.1	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	18	28 252	626	2.2	Z	X
	30590	Advertising, including endorsement fees	325	640 332	408 292	63.8	18.7	X
	30610	Appearance fees	123	316 947	101 602	32.1	4.7	X
	30620	Fees from providing instruction or training	859	398 396	274 909	69.0	12.6	X
	30650	Purse (prize money)	1 431	1 766 205	652 361	36.9	29.9	X
	30660	Radio and television income	42	112 754	18 296	16.2	.8	X
	39000	Merchandise sales	150	318 189	27 988	8.8	1.3	71.9
	39014	Sales of other merchandise, not specified by type	150	318 189	27 988	8.8	1.3	X
	39200	Sales of food and beverages	63	71 019	5 348	7.5	.2	64.4
	39201	Sales of food and nonalcoholic beverages	63	71 019	4 289	6.0	.2	X
	39202	Sales of alcoholic beverages	32	45 918	1 059	2.3	Z	X
	39500	All other receipts	680	1 064 249	564 540	53.0	25.8	70.3
	39508	All other operating receipts	680	1 064 249	564 540	53.0	25.8	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7113		Promoters of performing arts, sports, and similar events	3 242	X	8 018 876	X	100.0	68.5
	30400	Membership dues	208		422 091		7.0	.4
	30500	Admissions, excluding admission taxes	2 140		6 379 046		53.1	42.2
	30510	Contract fees from providing entertainment	594		1 287 972		31.6	5.1
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .						
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	542		645 586		53.0	4.3
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	103		776 919		6.8	.7
	30560	Amusement machines operated by this establishment	731		2 685 738		22.6	7.6
	30570	Sales of programs	98		96 436		28.1	.3
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	306		562 604		12.5	.9
	30590	Advertising, including endorsement fees	295		1 511 555		6.6	1.3
	39000	Merchandise sales	802		4 356 821		36.8	20.0
	39015	Sales of other merchandise, not specified by type	788		3 252 579		5.6	2.3
	39200	Sales of food and beverages	788		3 252 579		5.6	2.3
	39201	Sales of food and nonalcoholic beverages	827		2 422 189		430 209	17.8
	39202	Sales of alcoholic beverages	781		2 311 449		280 690	12.1
	39500	All other receipts	458		1 851 192		149 429	8.1
	39509	All other operating receipts	888		4 884 496		777 556	15.9
71131		Promoters of performing arts, sports, and similar events with facilities	857	X	3 596 944	X	100.0	66.4
	30400	Membership dues	85		185 436		11 137	6.0
	30500	Admissions, excluding admission taxes	595		2 511 959		1 614 038	64.3
	30510	Contract fees from providing entertainment	73		629 181		116 078	18.4
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	43		47 031		16 044	34.1
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	14		23 527		3 554	15.1
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	471		2 245 290		578 986	25.8
	30560	Amusement machines operated by this establishment	56		48 503		1 345	2.8
	30570	Sales of programs	77		251 670		6 230	2.5
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	174		1 232 768		88 281	7.2
	30590	Advertising, including endorsement fees	296		2 022 339		304 755	15.1
	39000	Merchandise sales	355		1 980 034		105 337	5.3
	39015	Sales of other merchandise, not specified by type	355		1 980 034		105 337	5.3
	39200	Sales of food and beverages	429		1 950 959		371 568	19.0
	39201	Sales of food and nonalcoholic beverages	411		1 853 462		239 139	12.9
	39202	Sales of alcoholic beverages	249		1 678 139		132 429	7.9
	39500	All other receipts	388		2 548 277		379 591	14.9
	39509	All other operating receipts	388		2 548 277		379 591	14.9
711310		Promoters of performing arts, sports, and similar events with facilities	857	X	3 596 944	X	100.0	66.4
	30400	Membership dues	85		185 436		11 137	6.0
	30500	Admissions, excluding admission taxes	595		2 511 959		1 614 038	64.3
	30510	Contract fees from providing entertainment	73		629 181		116 078	18.4
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	43		47 031		16 044	34.1
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	14		23 527		3 554	15.1
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	471		2 245 290		578 986	25.8
	30560	Amusement machines operated by this establishment	56		48 503		1 345	2.8
	30570	Sales of programs	77		251 670		6 230	2.5
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	174		1 232 768		88 281	7.2
	30590	Advertising, including endorsement fees	296		2 022 339		304 755	15.1
	39000	Merchandise sales	355		1 980 034		105 337	5.3
	39015	Sales of other merchandise, not specified by type	355		1 980 034		105 337	5.3
	39200	Sales of food and beverages	429		1 950 959		371 568	19.0
	39201	Sales of food and nonalcoholic beverages	411		1 853 462		239 139	12.9
	39202	Sales of alcoholic beverages	249		1 678 139		132 429	7.9
	39500	All other receipts	388		2 548 277		379 591	14.9
	39509	All other operating receipts	388		2 548 277		379 591	14.9
71132		Promoters of performing arts, sports, and similar events without facilities	2 385	X	4 421 932	X	100.0	70.1
	30400	Membership dues	123		236 655		18 230	7.7
	30500	Admissions, excluding admission taxes	1 545		3 867 087		1 772 861	45.8
	30510	Contract fees from providing entertainment	521		658 791		291 263	44.2
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	499		598 555		326 035	54.5
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	89		753 392		48 991	6.5
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	260		440 448		28 195	6.4
	30560	Amusement machines operated by this establishment	42		47 933		25 755	53.7
	30570	Sales of programs	229		310 934		63 908	20.6
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	121		278 787		11 915	4.3
	30590	Advertising, including endorsement fees	506		2 334 482		1 300 615	55.7
	39000	Merchandise sales	433		1 272 545		77 558	6.1
	39015	Sales of other merchandise, not specified by type	433		1 272 545		77 558	6.1

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7113		Promoters of performing arts, sports, and similar events—Con.						
71132		Promoters of performing arts, sports, and similar events without facilities—Con.						
	39200	Sales of food and beverages	398	471 230	58 641	12.4	1.3	64.1
	39201	Sales of food and nonalcoholic beverages	370	457 987	41 551	9.1	.9	X
	39202	Sales of alcoholic beverages	209	173 053	17 000	9.8	.4	X
	39500	All other receipts	500	2 336 219	397 965	17.0	9.0	X
711320		Promoters of performing arts, sports, and similar events without facilities	2 385	X	4 421 932	X	100.0	70.1
	30400	Membership dues	123	236 655	18 230	7.7	.4	X
	30500	Admissions, excluding admission taxes	1 545	3 867 087	1 772 861	45.8	40.1	X
	30510	Contract fees from providing entertainment	521	658 791	291 263	44.2	6.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	499	598 555	326 035	54.5	7.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	89	753 392	48 991	6.5	1.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	260	440 448	28 195	6.4	.6	X
	30560	Amusement machines operated by this establishment	42	47 933	25 755	53.7	.6	X
	30570	Sales of programs	229	310 934	63 908	20.6	1.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	121	278 787	11 915	4.3	.3	X
	30590	Advertising, including endorsement fees	506	2 334 482	1 300 615	55.7	29.4	X
	39000	Merchandise sales	433	1 272 545	77 558	6.1	1.8	66.4
	39015	Sales of other merchandise, not specified by type	433	1 272 545	77 558	6.1	1.8	X
	39200	Sales of food and beverages	398	471 230	58 641	12.4	1.3	64.1
	39201	Sales of food and nonalcoholic beverages	370	457 987	41 551	9.1	.9	X
	39202	Sales of alcoholic beverages	209	173 053	17 000	9.8	.4	X
	39500	All other receipts	500	2 336 219	397 965	17.0	9.0	X
7114		Agents and managers for artists, athletes, entertainers and other public figures	3 262	X	3 602 288	X	100.0	58.8
	30400	Membership dues	16	57 368	88	.2	Z	X
	30500	Admissions, excluding admission taxes	37	357 210	26 561	7.4	.7	X
	30510	Contract fees from providing entertainment	57	35 665	22 914	64.2	.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	3 262	3 602 288	3 326 271	92.3	92.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	78	148 361	15 581	10.5	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	22	142 060	9 050	6.4	.3	X
	30590	Advertising, including endorsement fees	65	364 645	125 643	34.5	3.5	X
	39000	Merchandise sales	80	163 426	8 865	5.4	.2	51.9
	39015	Sales of other merchandise, not specified by type	80	163 426	8 865	5.4	.2	X
	39500	All other receipts	248	537 232	60 859	11.3	1.7	48.0
	39509	All other operating receipts	248	537 232	60 859	11.3	1.7	X
71141		Agents and managers for artists, athletes, entertainers and other public figures	3 262	X	3 602 288	X	100.0	58.8
	30400	Membership dues	16	57 368	88	.2	Z	X
	30500	Admissions, excluding admission taxes	37	357 210	26 561	7.4	.7	X
	30510	Contract fees from providing entertainment	57	35 665	22 914	64.2	.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	3 262	3 602 288	3 326 271	92.3	92.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	78	148 361	15 581	10.5	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	22	142 060	9 050	6.4	.3	X
	30590	Advertising, including endorsement fees	65	364 645	125 643	34.5	3.5	X
	39000	Merchandise sales	80	163 426	8 865	5.4	.2	51.9
	39015	Sales of other merchandise, not specified by type	80	163 426	8 865	5.4	.2	X
	39500	All other receipts	248	537 232	60 859	11.3	1.7	48.0
	39509	All other operating receipts	248	537 232	60 859	11.3	1.7	X
711410		Agents and managers for artists, athletes, entertainers and other public figures	3 262	X	3 602 288	X	100.0	58.8
	30400	Membership dues	16	57 368	88	.2	Z	X
	30500	Admissions, excluding admission taxes	37	357 210	26 561	7.4	.7	X
	30510	Contract fees from providing entertainment	57	35 665	22 914	64.2	.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	3 262	3 602 288	3 326 271	92.3	92.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	78	148 361	15 581	10.5	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	22	142 060	9 050	6.4	.3	X
	30590	Advertising, including endorsement fees	65	364 645	125 643	34.5	3.5	X
	39000	Merchandise sales	80	163 426	8 865	5.4	.2	51.9
	39015	Sales of other merchandise, not specified by type	80	163 426	8 865	5.4	.2	X
	39500	All other receipts	248	537 232	60 859	11.3	1.7	48.0
	39509	All other operating receipts	248	537 232	60 859	11.3	1.7	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
7115		Independent artists, writers, and performers	15 862	X	9 337 795	X	100.0	51.4
	30400	Membership dues	91	42 601	1 647	3.9	Z	X
	30500	Admissions, excluding admission taxes	98	195 745	81 186	41.5	.9	X
	30510	Contract fees from providing entertainment	6 482	5 177 920	4 814 766	93.0	51.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	211	121 912	63 459	52.1	.7	X
	30530	Writing fees	6 229	2 193 916	1 718 717	78.3	18.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 426	3 782 552	2 038 714	53.9	21.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	197	92 007	8 961	9.7	.1	X
	30570	Sales of programs	32	18 960	12 839	67.7	.1	X
	30590	Advertising, including endorsement fees	195	66 830	17 104	25.6	.2	X
	39000	Merchandise sales	615	304 663	67 966	22.3	.7	47.4
	39013	Sales of other merchandise, not specified by type	615	304 663	67 966	22.3	.7	X
	39200	Sales of food and beverages	69	63 329	20 998	33.2	.2	34.1
	39201	Sales of food and nonalcoholic beverages	69	63 329	10 639	16.8	.1	X
	39202	Sales of alcoholic beverages	39	32 708	10 359	31.7	.1	X
	39500	All other receipts	2 097	1 322 722	491 438	37.2	5.3	39.2
	39507	All other operating receipts	2 097	1 322 722	491 438	37.2	5.3	X
71151		Independent artists, writers, and performers	15 862	X	9 337 795	X	100.0	51.4
	30400	Membership dues	91	42 601	1 647	3.9	Z	X
	30500	Admissions, excluding admission taxes	98	195 745	81 186	41.5	.9	X
	30510	Contract fees from providing entertainment	6 482	5 177 920	4 814 766	93.0	51.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	211	121 912	63 459	52.1	.7	X
	30530	Writing fees	6 229	2 193 916	1 718 717	78.3	18.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 426	3 782 552	2 038 714	53.9	21.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	197	92 007	8 961	9.7	.1	X
	30570	Sales of programs	32	18 960	12 839	67.7	.1	X
	30590	Advertising, including endorsement fees	195	66 830	17 104	25.6	.2	X
	39000	Merchandise sales	615	304 663	67 966	22.3	.7	47.4
	39013	Sales of other merchandise, not specified by type	615	304 663	67 966	22.3	.7	X
	39200	Sales of food and beverages	69	63 329	20 998	33.2	.2	34.1
	39201	Sales of food and nonalcoholic beverages	69	63 329	10 639	16.8	.1	X
	39202	Sales of alcoholic beverages	39	32 708	10 359	31.7	.1	X
	39500	All other receipts	2 097	1 322 722	491 438	37.2	5.3	39.2
	39507	All other operating receipts	2 097	1 322 722	491 438	37.2	5.3	X
711510		Independent artists, writers, and performers	15 862	X	9 337 795	X	100.0	51.4
	30400	Membership dues	91	42 601	1 647	3.9	Z	X
	30500	Admissions, excluding admission taxes	98	195 745	81 186	41.5	.9	X
	30510	Contract fees from providing entertainment	6 482	5 177 920	4 814 766	93.0	51.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	211	121 912	63 459	52.1	.7	X
	30530	Writing fees	6 229	2 193 916	1 718 717	78.3	18.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 426	3 782 552	2 038 714	53.9	21.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	197	92 007	8 961	9.7	.1	X
	30570	Sales of programs	32	18 960	12 839	67.7	.1	X
	30590	Advertising, including endorsement fees	195	66 830	17 104	25.6	.2	X
	39000	Merchandise sales	615	304 663	67 966	22.3	.7	47.4
	39013	Sales of other merchandise, not specified by type	615	304 663	67 966	22.3	.7	X
	39200	Sales of food and beverages	69	63 329	20 998	33.2	.2	34.1
	39201	Sales of food and nonalcoholic beverages	69	63 329	10 639	16.8	.1	X
	39202	Sales of alcoholic beverages	39	32 708	10 359	31.7	.1	X
	39500	All other receipts	2 097	1 322 722	491 438	37.2	5.3	39.2
	39507	All other operating receipts	2 097	1 322 722	491 438	37.2	5.3	X
712		Museums, historical sites, and similar institutions	875	X	750 294	X	100.0	65.8
	30400	Membership dues	95	94 140	2 562	2.7	.3	X
	30500	Admissions, excluding admission taxes	875	750 294	480 660	64.1	64.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	17	51 612	721	1.4	.1	X
	30570	Sales of programs	63	78 204	5 353	6.8	.7	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	175	168 984	7 483	4.4	1.0	X
	39000	Merchandise sales	646	663 438	153 935	23.2	20.5	62.9
	39016	Sales of other merchandise, not specified by type	646	663 438	153 935	23.2	20.5	X
	39200	Sales of food and beverages	419	539 143	67 520	12.5	9.0	64.8
	39201	Sales of food and nonalcoholic beverages	415	538 716	65 892	12.2	8.8	X
	39202	Sales of alcoholic beverages	47	271 436	1 828	.7	.2	X
	39500	All other receipts	230	406 015	32 060	7.9	4.3	63.2
	39511	All other operating receipts	230	406 015	32 060	7.9	4.3	X
7121		Museums, historical sites, and similar institutions	875	X	750 294	X	100.0	65.8
	30400	Membership dues	95	94 140	2 562	2.7	.3	X
	30500	Admissions, excluding admission taxes	875	750 294	480 660	64.1	64.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	17	51 612	721	1.4	.1	X
	30570	Sales of programs	63	78 204	5 353	6.8	.7	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
712		Museums, historical sites, and similar institutions—Con.						
7121		Museums, historical sites, and similar institutions—Con.						
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	175	168 984	7 483	4.4	1.0	X
	39000	Merchandise sales	646	663 438	153 935	23.2	20.5	62.9
	39016	Sales of other merchandise, not specified by type	646	663 438	153 935	23.2	20.5	X
	39200	Sales of food and beverages	419	539 143	67 520	12.5	9.0	64.8
	39201	Sales of food and nonalcoholic beverages	415	538 716	65 692	12.2	8.8	X
	39202	Sales of alcoholic beverages	47	271 436	1 828	.7	.2	X
	39500	All other receipts	230	406 015	32 060	7.9	4.3	63.2
	39511	All other operating receipts	230	406 015	32 060	7.9	4.3	X
71211		Museums	416	X	367 462	X	100.0	60.9
	30400	Membership dues	47	29 736	454	1.5	.1	X
	30500	Admissions, excluding admission taxes	416	367 462	222 138	60.5	60.5	X
	30570	Sales of programs	48	35 421	2 074	5.9	.6	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	85	85 076	2 581	3.0	.7	X
	39000	Merchandise sales	301	333 689	86 733	26.0	23.6	58.1
	39016	Sales of other merchandise, not specified by type	301	333 689	86 733	26.0	23.6	X
	39200	Sales of food and beverages	164	254 280	33 147	13.0	9.0	60.3
	39201	Sales of food and nonalcoholic beverages	160	253 853	32 040	12.6	8.7	X
	39202	Sales of alcoholic beverages	17	177 355	1 107	.6	.3	X
	39500	All other receipts	88	222 618	20 327	9.1	5.5	60.2
	39511	All other operating receipts	88	222 618	20 327	9.1	5.5	X
712110		Museums	416	X	367 462	X	100.0	60.9
	30400	Membership dues	47	29 736	454	1.5	.1	X
	30500	Admissions, excluding admission taxes	416	367 462	222 138	60.5	60.5	X
	30570	Sales of programs	48	35 421	2 074	5.9	.6	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	85	85 076	2 581	3.0	.7	X
	39000	Merchandise sales	301	333 689	86 733	26.0	23.6	58.1
	39016	Sales of other merchandise, not specified by type	301	333 689	86 733	26.0	23.6	X
	39200	Sales of food and beverages	164	254 280	33 147	13.0	9.0	60.3
	39201	Sales of food and nonalcoholic beverages	160	253 853	32 040	12.6	8.7	X
	39202	Sales of alcoholic beverages	17	177 355	1 107	.6	.3	X
	39500	All other receipts	88	222 618	20 327	9.1	5.5	60.2
	39511	All other operating receipts	88	222 618	20 327	9.1	5.5	X
71212		Historical sites	81	X	34 649	X	100.0	68.2
	30500	Admissions, excluding admission taxes	81	34 649	22 704	65.5	65.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	6	1 287	570	44.3	1.6	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	28	25 102	859	3.4	2.5	X
	39000	Merchandise sales	45	21 559	5 104	23.7	14.7	64.0
	39016	Sales of other merchandise, not specified by type	45	21 559	5 104	23.7	14.7	X
	39200	Sales of food and beverages	21	17 441	4 507	25.8	13.0	68.2
	39201	Sales of food and nonalcoholic beverages	21	17 441	4 225	24.2	12.2	X
	39500	All other receipts	21	14 795	905	6.1	2.6	61.6
	39511	All other operating receipts	21	14 795	905	6.1	2.6	X
712120		Historical sites	81	X	34 649	X	100.0	68.2
	30500	Admissions, excluding admission taxes	81	34 649	22 704	65.5	65.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	6	1 287	570	44.3	1.6	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	28	25 102	859	3.4	2.5	X
	39000	Merchandise sales	45	21 559	5 104	23.7	14.7	64.0
	39016	Sales of other merchandise, not specified by type	45	21 559	5 104	23.7	14.7	X
	39200	Sales of food and beverages	21	17 441	4 507	25.8	13.0	68.2
	39201	Sales of food and nonalcoholic beverages	21	17 441	4 225	24.2	12.2	X
	39500	All other receipts	21	14 795	905	6.1	2.6	61.6
	39511	All other operating receipts	21	14 795	905	6.1	2.6	X
71213		Zoos and botanical gardens	199	X	227 737	X	100.0	73.3
	30400	Membership dues	35	58 741	1 905	3.2	.8	X
	30500	Admissions, excluding admission taxes	199	227 737	158 008	69.4	69.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	7	45 561	143	.3	.1	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	33	37 460	3 103	8.3	1.4	X
	39000	Merchandise sales	155	197 061	33 989	17.2	14.9	72.7
	39016	Sales of other merchandise, not specified by type	155	197 061	33 989	17.2	14.9	X
	39200	Sales of food and beverages	116	180 524	22 526	12.5	9.9	72.7
	39201	Sales of food and nonalcoholic beverages	116	180 524	22 105	12.2	9.7	X
	39202	Sales of alcoholic beverages	19	82 889	421	.5	.2	X
	39500	All other receipts	53	103 946	7 316	7.0	3.2	72.3
	39511	All other operating receipts	53	103 946	7 316	7.0	3.2	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
712		Museums, historical sites, and similar institutions—Con.						
7121		Museums, historical sites, and similar institutions—Con.						
71213		Zoos and botanical gardens—Con.						
712130		Zoos and botanical gardens	199	X	227 737	X	100.0	73.3
	30400	Membership dues	35	58 741	1 905	3.2	.8	X
	30500	Admissions, excluding admission taxes	199	227 737	158 008	69.4	69.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	7	45 561	143	.3	.1	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	33	37 460	3 103	8.3	1.4	X
	39000	Merchandise sales	155	197 061	33 989	17.2	14.9	72.7
	39016	Sales of other merchandise, not specified by type	155	197 061	33 989	17.2	14.9	X
	39200	Sales of food and beverages	116	180 524	22 526	12.5	9.9	72.7
	39201	Sales of food and nonalcoholic beverages	116	180 524	22 105	12.2	9.7	X
	39202	Sales of alcoholic beverages	19	82 889	421	.5	.2	X
	39500	All other receipts	53	103 946	7 316	7.0	3.2	72.3
	39511	All other operating receipts	53	103 946	7 316	7.0	3.2	X
71219		Nature parks and other similar institutions	179	X	120 446	X	100.0	65.9
	30400	Membership dues	13	5 663	203	3.6	.2	X
	30500	Admissions, excluding admission taxes	179	120 446	77 810	64.6	64.6	X
	30570	Sales of programs	10	5 115	2 532	49.5	2.1	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	29	21 346	940	4.4	.8	X
	39000	Merchandise sales	145	111 129	28 109	25.3	23.3	59.1
	39016	Sales of other merchandise, not specified by type	145	111 129	28 109	25.3	23.3	X
	39200	Sales of food and beverages	118	86 898	7 340	8.4	6.1	62.5
	39201	Sales of food and nonalcoholic beverages	118	86 898	7 322	8.4	6.1	X
	39202	Sales of alcoholic beverages	6	4 807	18	.4	Z	X
	39500	All other receipts	68	64 656	3 512	5.4	2.9	53.8
	39511	All other operating receipts	68	64 656	3 512	5.4	2.9	X
712190		Nature parks and other similar institutions	179	X	120 446	X	100.0	65.9
	30400	Membership dues	13	5 663	203	3.6	.2	X
	30500	Admissions, excluding admission taxes	179	120 446	77 810	64.6	64.6	X
	30570	Sales of programs	10	5 115	2 532	49.5	2.1	X
	30670	Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites	29	21 346	940	4.4	.8	X
	39000	Merchandise sales	145	111 129	28 109	25.3	23.3	59.1
	39016	Sales of other merchandise, not specified by type	145	111 129	28 109	25.3	23.3	X
	39200	Sales of food and beverages	118	86 898	7 340	8.4	6.1	62.5
	39201	Sales of food and nonalcoholic beverages	118	86 898	7 322	8.4	6.1	X
	39202	Sales of alcoholic beverages	6	4 807	18	.4	Z	X
	39500	All other receipts	68	64 656	3 512	5.4	2.9	53.8
	39511	All other operating receipts	68	64 656	3 512	5.4	2.9	X
713		Amusement, gambling, and recreation industries	54 372	X	63 688 055	X	100.0	73.6
	30200	Tuition, fees, and other payments from providing academic or technical instruction	7 470	8 632 000	1 207 114	14.0	1.9	X
	30400	Membership dues	22 633	18 222 731	10 215 448	56.1	16.0	X
	30500	Admissions, excluding admission taxes	7 992	15 234 236	6 672 638	43.8	10.5	X
	30560	Amusement machines operated by this establishment	11 642	13 948 013	2 486 812	17.8	3.9	65.3
	30561	Phonograph, compact disc, or video jukeboxes	2 086	1 758 661	240 391	13.7	.4	X
	30562	Pinball machines	2 852	2 189 982	115 826	5.3	.2	X
	30563	Video games	9 122	9 862 291	1 210 322	12.3	1.9	X
	30564	Other amusement machines, excluding billiard or pool tables	4 467	5 624 422	920 273	16.4	1.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	3 382	6 262 424	266 134	4.3	.4	X
	30590	Advertising, including endorsement fees	2 227	3 226 162	90 025	2.8	.1	X
	30640	Gaming receipts	3 370	19 686 024	17 596 676	89.4	27.6	70.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	2 626	18 497 309	16 473 540	89.1	25.9	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	849	2 465 174	1 120 895	45.5	1.8	X
	30680	Amounts received for the use of recreational facilities	24 128	19 987 529	9 354 715	46.8	14.7	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	4 559	3 697 737	1 320 856	35.7	2.1	X
	30700	Lodging	1 285	2 458 638	200 771	8.2	.3	X
	30800	Personal and household goods repair and maintenance	2 305	2 010 113	495 621	24.7	.8	73.2
	30803	Boat repair and maintenance	2 305	2 010 113	495 621	24.7	.8	X
	39000	Merchandise sales	22 532	36 536 019	3 340 320	9.1	5.2	71.0
	39017	Fuels and lubricants	2 653	2 961 025	287 754	9.7	.5	X
	39018	Boats and marine equipment	1 762	1 608 372	483 868	30.1	.8	X
	39019	All other merchandise, not specified by type	21 119	35 290 457	2 568 698	7.3	4.0	X
	39200	Sales of food and beverages	29 678	47 428 350	7 153 432	15.1	11.2	70.1
	39201	Sales of food and nonalcoholic beverages	29 065	46 593 146	5 298 389	11.4	8.3	X
	39202	Sales of alcoholic beverages	15 242	31 034 427	1 855 043	6.0	2.9	X
	39250	Rental or lease of goods and/or equipment	11 621	15 877 189	1 025 047	6.5	1.6	X
	39500	All other receipts	13 952	32 290 174	2 262 446	7.0	3.6	70.4
	39512	All other operating receipts	13 952	32 290 174	2 262 446	7.0	3.6	X
7131		Amusement parks and arcades	3 015	X	9 443 200	X	100.0	94.3
	30400	Membership dues	52	60 450	5 396	8.9	.1	X
	30500	Admissions, excluding admission taxes	877	8 504 041	4 864 150	57.2	51.5	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7131		Amusement parks and arcades—Con.						
	30560	Amusement machines operated by this establishment	2 767	6 681 669	795 820	11.9	8.4	88.5
	30561	Phonograph, compact disc, or video jukeboxes	154	321 078	19 732	6.1	.2	X
	30562	Pinball machines	707	550 571	17 007	3.1	.2	X
	30563	Video games	2 405	4 241 696	471 962	11.1	5.0	X
	30564	Other amusement machines, excluding billiard or pool tables	1 721	3 179 025	287 119	9.0	3.0	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	195	2 332 375	124 697	5.3	1.3	X
	30590	Advertising, including endorsement fees	132	1 208 319	26 841	2.2	.3	X
	30680	Amounts received for the use of recreational facilities	593	827 316	192 794	23.3	2.0	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	6	20 150	653	3.2	Z	X
	30700	Lodging	17	233 987	12 261	5.2	.1	X
	39000	Merchandise sales	571	7 821 522	1 074 084	13.7	11.4	89.1
	39017	Fuels and lubricants	9	293 836	1 117	.4	Z	X
	39019	All other merchandise, not specified by type	570	7 805 749	1 067 332	13.7	11.3	X
	39200	Sales of food and beverages	1 365	8 740 326	1 612 467	18.4	17.1	89.9
	39201	Sales of food and nonalcoholic beverages	1 350	8 735 356	1 542 232	17.7	16.3	X
	39202	Sales of alcoholic beverages	194	4 889 303	70 235	1.4	.7	X
	39250	Rental or lease of goods and/or equipment	197	4 116 323	54 471	1.3	.6	X
	39500	All other receipts	470	7 329 822	677 901	9.2	7.2	92.2
	39512	All other operating receipts	470	7 329 822	677 901	9.2	7.2	X
71311		Amusement and theme parks	444	X	8 174 048	X	100.0	97.5
	30400	Membership dues	18	46 619	4 809	10.3	.1	X
	30500	Admissions, excluding admission taxes	431	8 161 723	4 694 327	57.5	57.4	X
	30560	Amusement machines operated by this establishment	196	5 412 517	95 742	1.8	1.2	92.1
	30561	Phonograph, compact disc, or video jukeboxes	10	203 140	55	Z	Z	X
	30562	Pinball machines	34	255 607	1 486	.6	Z	X
	30563	Video games	123	3 167 523	39 173	1.2	.5	X
	30564	Other amusement machines, excluding billiard or pool tables	97	2 550 208	55 028	2.2	.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	94	2 238 677	112 128	5.0	1.4	X
	30590	Advertising, including endorsement fees	60	1 169 270	25 314	2.2	.3	X
	30680	Amounts received for the use of recreational facilities	54	405 465	19 009	4.7	.2	X
	30700	Lodging	17	233 987	12 261	5.2	.2	X
	39000	Merchandise sales	279	7 457 500	1 054 792	14.1	12.9	92.0
	39017	Fuels and lubricants	9	293 836	1 117	.4	Z	X
	39019	All other merchandise, not specified by type	278	7 441 727	1 048 040	14.1	12.8	X
	39200	Sales of food and beverages	347	7 924 810	1 462 879	18.5	17.9	92.8
	39201	Sales of food and nonalcoholic beverages	345	7 922 428	1 410 073	17.8	17.3	X
	39202	Sales of alcoholic beverages	97	4 737 228	52 806	1.1	.6	X
	39250	Rental or lease of goods and/or equipment	108	4 036 086	45 341	1.1	.6	X
	39500	All other receipts	190	7 049 688	645 157	9.2	7.9	95.3
	39512	All other operating receipts	190	7 049 688	645 157	9.2	7.9	X
713110		Amusement and theme parks	444	X	8 174 048	X	100.0	97.5
	30400	Membership dues	18	46 619	4 809	10.3	.1	X
	30500	Admissions, excluding admission taxes	431	8 161 723	4 694 327	57.5	57.4	X
	30560	Amusement machines operated by this establishment	196	5 412 517	95 742	1.8	1.2	92.1
	30561	Phonograph, compact disc, or video jukeboxes	10	203 140	55	Z	Z	X
	30562	Pinball machines	34	255 607	1 486	.6	Z	X
	30563	Video games	123	3 167 523	39 173	1.2	.5	X
	30564	Other amusement machines, excluding billiard or pool tables	97	2 550 208	55 028	2.2	.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	94	2 238 677	112 128	5.0	1.4	X
	30590	Advertising, including endorsement fees	60	1 169 270	25 314	2.2	.3	X
	30680	Amounts received for the use of recreational facilities	54	405 465	19 009	4.7	.2	X
	30700	Lodging	17	233 987	12 261	5.2	.2	X
	39000	Merchandise sales	279	7 457 500	1 054 792	14.1	12.9	92.0
	39017	Fuels and lubricants	9	293 836	1 117	.4	Z	X
	39019	All other merchandise, not specified by type	278	7 441 727	1 048 040	14.1	12.8	X
	39200	Sales of food and beverages	347	7 924 810	1 462 879	18.5	17.9	92.8
	39201	Sales of food and nonalcoholic beverages	345	7 922 428	1 410 073	17.8	17.3	X
	39202	Sales of alcoholic beverages	97	4 737 228	52 806	1.1	.6	X
	39250	Rental or lease of goods and/or equipment	108	4 036 086	45 341	1.1	.6	X
	39500	All other receipts	190	7 049 688	645 157	9.2	7.9	95.3
	39512	All other operating receipts	190	7 049 688	645 157	9.2	7.9	X
7131101		Waterparks	148	X	480 358	X	100.0	91.1
	30400	Membership dues	12	11 482	3 279	28.6	.7	X
	30500	Admissions, excluding admission taxes	143	479 965	349 263	72.8	72.7	X
	30560	Amusement machines operated by this establishment	51	246 150	7 124	2.9	1.5	90.8
	30563	Video games	35	101 265	6 008	5.9	1.3	X
	30564	Other amusement machines, excluding billiard or pool tables	15	144 426	1 091	.8	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	24	111 760	2 027	1.8	.4	X
	30590	Advertising, including endorsement fees	14	33 081	757	2.3	.2	X
	30680	Amounts received for the use of recreational facilities	17	115 576	1 865	1.6	.4	X
	39000	Merchandise sales	86	367 212	22 096	6.0	4.6	85.0
	39019	All other merchandise, not specified by type	86	367 212	22 096	6.0	4.6	X
	39200	Sales of food and beverages	127	453 072	72 281	16.0	15.0	85.8
	39201	Sales of food and nonalcoholic beverages	127	453 072	69 057	15.2	14.4	X
	39202	Sales of alcoholic beverages	25	184 860	3 224	1.7	.7	X
	39250	Rental or lease of goods and/or equipment	40	183 047	4 369	2.4	.9	X
	39500	All other receipts	52	341 673	16 793	4.9	3.5	84.7
	39512	All other operating receipts	52	341 673	16 793	4.9	3.5	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7131		Amusement parks and arcades—Con.						
71311		Amusement and theme parks—Con.						
713110		Amusement and theme parks—Con.						
7131102		Amusement parks (except waterparks)	296	X	7 693 690	X	100.0	97.9
	30400	Membership dues	6	35 137	1 530	4.4	Z	X
	30500	Admissions, excluding admission taxes	288	7 681 758	4 345 064	56.6	56.5	X
	30560	Amusement machines operated by this establishment	145	5 166 367	88 618	1.7	1.2	92.3
	30561	Phonograph, compact disc, or video jukeboxes	10	203 140	55	Z	Z	X
	30562	Pinball machines	31	251 957	1 461	7	Z	X
	30563	Video games	88	3 066 258	33 165	1.1	.4	X
	30564	Other amusement machines, excluding billiard or pool tables	82	2 405 782	53 937	2.2	.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	70	2 126 917	110 101	5.2	1.4	X
	30590	Advertising, including endorsement fees	46	1 136 189	24 557	2.2	.3	X
	30680	Amounts received for the use of recreational facilities	37	289 889	17 144	5.9	.2	X
	30700	Lodging	16	233 666	12 172	5.2	.2	X
	39000	Merchandise sales	193	7 090 288	1 032 696	14.6	13.4	92.5
	39017	Fuels and lubricants	9	293 836	1 117	4	Z	X
	39019	All other merchandise, not specified by type	192	7 074 515	1 025 944	14.5	13.3	X
	39200	Sales of food and beverages	220	7 471 738	1 390 598	18.6	18.1	93.2
	39201	Sales of food and nonalcoholic beverages	218	7 469 356	1 341 016	18.0	17.4	X
	39202	Sales of alcoholic beverages	72	4 552 368	49 582	1.1	.6	X
	39250	Rental or lease of goods and/or equipment	66	3 853 039	40 972	1.1	.5	X
	39500	All other receipts	138	6 708 015	628 364	9.4	8.2	95.9
	39512	All other operating receipts	138	6 708 015	628 364	9.4	8.2	X
71312		Amusement arcades	2 571	X	1 269 152	X	100.0	73.6
	30400	Membership dues	34	13 831	587	4.2	Z	X
	30500	Admissions, excluding admission taxes	446	342 318	169 823	49.6	13.4	X
	30560	Amusement machines operated by this establishment	2 571	1 269 152	700 078	55.2	55.2	66.5
	30561	Phonograph, compact disc, or video jukeboxes	144	117 938	19 677	16.7	1.6	X
	30562	Pinball machines	673	294 964	15 521	5.3	1.2	X
	30563	Video games	2 282	1 074 173	432 789	40.3	34.1	X
	30564	Other amusement machines, excluding billiard or pool tables	1 624	628 817	232 091	36.9	18.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	101	93 698	12 569	13.4	1.0	X
	30590	Advertising, including endorsement fees	72	39 049	1 527	3.9	.1	X
	30680	Amounts received for the use of recreational facilities	539	421 851	173 785	41.2	13.7	X
	39000	Merchandise sales	292	364 022	19 292	5.3	1.5	71.9
	39019	All other merchandise, not specified by type	292	364 022	19 292	5.3	1.5	X
	39200	Sales of food and beverages	1 018	815 516	149 588	18.3	11.8	72.2
	39201	Sales of food and nonalcoholic beverages	1 005	812 928	132 159	16.3	10.4	X
	39202	Sales of alcoholic beverages	97	152 075	17 429	11.5	1.4	X
	39250	Rental or lease of goods and/or equipment	89	80 237	9 130	11.4	.7	X
	39500	All other receipts	280	280 134	32 744	11.7	2.6	73.0
	39512	All other operating receipts	280	280 134	32 744	11.7	2.6	X
713120		Amusement arcades	2 571	X	1 269 152	X	100.0	73.6
	30400	Membership dues	34	13 831	587	4.2	Z	X
	30500	Admissions, excluding admission taxes	446	342 318	169 823	49.6	13.4	X
	30560	Amusement machines operated by this establishment	2 571	1 269 152	700 078	55.2	55.2	66.5
	30561	Phonograph, compact disc, or video jukeboxes	144	117 938	19 677	16.7	1.6	X
	30562	Pinball machines	673	294 964	15 521	5.3	1.2	X
	30563	Video games	2 282	1 074 173	432 789	40.3	34.1	X
	30564	Other amusement machines, excluding billiard or pool tables	1 624	628 817	232 091	36.9	18.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	101	93 698	12 569	13.4	1.0	X
	30590	Advertising, including endorsement fees	72	39 049	1 527	3.9	.1	X
	30680	Amounts received for the use of recreational facilities	539	421 851	173 785	41.2	13.7	X
	39000	Merchandise sales	292	364 022	19 292	5.3	1.5	71.9
	39019	All other merchandise, not specified by type	292	364 022	19 292	5.3	1.5	X
	39200	Sales of food and beverages	1 018	815 516	149 588	18.3	11.8	72.2
	39201	Sales of food and nonalcoholic beverages	1 005	812 928	132 159	16.3	10.4	X
	39202	Sales of alcoholic beverages	97	152 075	17 429	11.5	1.4	X
	39250	Rental or lease of goods and/or equipment	89	80 237	9 130	11.4	.7	X
	39500	All other receipts	280	280 134	32 744	11.7	2.6	73.0
	39512	All other operating receipts	280	280 134	32 744	11.7	2.6	X
7132		Gambling industries	2 072	X	18 892 878	X	100.0	79.5
	30400	Membership dues	19	104 925	15 026	14.3	.1	X
	30500	Admissions, excluding admission taxes	127	1 963 478	74 095	3.8	.4	X
	30560	Amusement machines operated by this establishment	240	2 065 950	44 750	2.2	.2	60.2
	30561	Phonograph, compact disc, or video jukeboxes	62	163 552	4 320	2.6	Z	X
	30562	Pinball machines	58	446 950	1 315	.3	Z	X
	30563	Video games	194	1 820 200	23 952	1.3	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	57	489 182	15 163	3.1	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	133	1 001 257	12 984	1.3	.1	X
	30590	Advertising, including endorsement fees	12	160 156	1 955	1.2	Z	X
	30640	Gaming receipts	2 072	18 892 878	17 405 460	92.1	92.1	76.7
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	1 752	17 965 540	16 344 485	91.0	86.5	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	377	2 180 336	1 060 975	48.7	5.6	X
	30680	Amounts received for the use of recreational facilities	48	252 203	11 213	4.4	.1	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7132		Gambling industries—Con.						
	30700	Lodging	7	385 815	11 848	3.1	.1	X
	39000	Merchandise sales	320	8 360 678	119 697	1.4	.6	75.7
	39017	Fuels and lubricants	21	357 595	35 296	9.9	.2	X
	39019	All other merchandise, not specified by type	305	8 187 040	84 392	1.0	.4	X
	39200	Sales of food and beverages	1 032	15 705 627	1 059 256	6.7	5.6	73.5
	39201	Sales of food and nonalcoholic beverages	892	15 198 657	785 103	5.2	4.2	X
	39202	Sales of alcoholic beverages	756	10 263 973	274 153	2.7	1.5	X
	39250	Rental or lease of goods and/or equipment	24	462 658	2 088	.5	Z	X
	39500	All other receipts	448	9 319 730	134 244	1.4	.7	71.4
	39512	All other operating receipts	448	9 319 730	134 244	1.4	.7	X
71321		Casinos (except casino hotels)	356	X	12 386 830	X	100.0	82.9
	30500	Admissions, excluding admission taxes	42	1 244 368	18 978	1.5	.2	X
	30560	Amusement machines operated by this establishment	61	1 319 787	10 343	.8	.1	57.8
	30562	Pinball machines	31	362 798	265	.1	Z	X
	30563	Video games	49	1 166 312	7 033	.6	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	13	324 046	2 996	.9	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	60	671 781	10 156	1.5	.1	X
	30640	Gaming receipts	356	12 386 830	11 359 092	91.7	91.7	82.1
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	356	12 386 830	11 185 207	90.3	90.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	26	1 101 871	173 885	15.8	1.4	X
	30680	Amounts received for the use of recreational facilities	10	189 310	4 927	2.6	Z	X
	39000	Merchandise sales	140	7 278 085	91 476	1.3	.7	79.5
	39017	Fuels and lubricants	6	152 675	21 951	14.4	.2	X
	39019	All other merchandise, not specified by type	140	7 278 085	69 525	1.0	.6	X
	39200	Sales of food and beverages	331	11 982 275	790 252	6.6	6.4	75.8
	39201	Sales of food and nonalcoholic beverages	295	11 566 023	596 446	5.2	4.8	X
	39202	Sales of alcoholic beverages	277	8 183 274	193 806	2.4	1.6	X
	39250	Rental or lease of goods and/or equipment	12	445 270	355	.1	Z	X
	39500	All other receipts	183	7 040 930	93 362	1.3	.8	74.4
	39512	All other operating receipts	183	7 040 930	93 362	1.3	.8	X
713210		Casinos (except casino hotels)	356	X	12 386 830	X	100.0	82.9
	30500	Admissions, excluding admission taxes	42	1 244 368	18 978	1.5	.2	X
	30560	Amusement machines operated by this establishment	61	1 319 787	10 343	.8	.1	57.8
	30562	Pinball machines	31	362 798	265	.1	Z	X
	30563	Video games	49	1 166 312	7 033	.6	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	13	324 046	2 996	.9	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	60	671 781	10 156	1.5	.1	X
	30640	Gaming receipts	356	12 386 830	11 359 092	91.7	91.7	82.1
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	356	12 386 830	11 185 207	90.3	90.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	26	1 101 871	173 885	15.8	1.4	X
	30680	Amounts received for the use of recreational facilities	10	189 310	4 927	2.6	Z	X
	39000	Merchandise sales	140	7 278 085	91 476	1.3	.7	79.5
	39017	Fuels and lubricants	6	152 675	21 951	14.4	.2	X
	39019	All other merchandise, not specified by type	140	7 278 085	69 525	1.0	.6	X
	39200	Sales of food and beverages	331	11 982 275	790 252	6.6	6.4	75.8
	39201	Sales of food and nonalcoholic beverages	295	11 566 023	596 446	5.2	4.8	X
	39202	Sales of alcoholic beverages	277	8 183 274	193 806	2.4	1.6	X
	39250	Rental or lease of goods and/or equipment	12	445 270	355	.1	Z	X
	39500	All other receipts	183	7 040 930	93 362	1.3	.8	74.4
	39512	All other operating receipts	183	7 040 930	93 362	1.3	.8	X
71329		Other gambling industries	1 716	X	6 506 048	X	100.0	73.1
	30400	Membership dues	18	102 584	15 022	14.6	.2	X
	30500	Admissions, excluding admission taxes	85	719 110	55 117	7.7	.8	X
	30560	Amusement machines operated by this establishment	179	746 163	34 407	4.6	.5	65.6
	30561	Phonograph, compact disc, or video jukeboxes	60	135 802	4 271	3.1	.1	X
	30562	Pinball machines	27	84 152	1 050	1.2	Z	X
	30563	Video games	145	653 888	16 919	2.6	.3	X
	30564	Other amusement machines, excluding billiard or pool tables	44	165 136	12 167	7.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	73	329 476	2 828	.9	Z	X
	30590	Advertising, including endorsement fees	7	32 881	1 722	5.2	Z	X
	30640	Gaming receipts	1 716	6 506 048	6 046 368	92.9	92.9	66.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	1 396	5 578 710	5 159 278	92.5	79.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	351	1 078 465	887 090	82.3	13.6	X
	30680	Amounts received for the use of recreational facilities	38	62 893	6 286	10.0	.1	X
	39000	Merchandise sales	180	1 082 593	28 221	2.6	.4	65.9
	39017	Fuels and lubricants	15	204 920	13 345	6.5	.2	X
	39019	All other merchandise, not specified by type	165	908 955	14 867	1.6	.2	X
	39200	Sales of food and beverages	701	3 723 352	269 004	7.2	4.1	70.1
	39201	Sales of food and nonalcoholic beverages	597	3 632 634	188 657	5.2	2.9	X
	39202	Sales of alcoholic beverages	479	2 080 699	80 347	3.9	1.2	X
	39250	Rental or lease of goods and/or equipment	12	17 388	1 733	10.0	Z	X
	39500	All other receipts	265	2 278 800	40 882	1.8	.6	65.6
	39512	All other operating receipts	265	2 278 800	40 882	1.8	.6	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7132		Gambling industries—Con.						
71329		Other gambling industries—Con.						
713290		Other gambling industries	1 716	X	6 506 048	X	100.0	73.1
	30400	Membership dues	18		102 584	15 022	14.6	.2
	30500	Admissions, excluding admission taxes	85		719 110	55 117	7.7	.8
	30560	Amusement machines operated by this establishment	179		746 163	34 407	4.6	.5
	30561	Phonograph, compact disc, or video jukeboxes	60		135 802	4 271	3.1	.1
	30562	Pinball machines	27		84 152	1 050	1.2	.2
	30563	Video games	145		653 888	16 919	2.6	.3
	30564	Other amusement machines, excluding billiard or pool tables	44		165 136	12 167	7.4	.2
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	73		329 476	2 828	.9	Z
	30590	Advertising, including endorsement fees	7		32 881	1 722	5.2	Z
	30640	Gaming receipts	1 716		6 506 048	6 046 368	92.9	92.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	1 396		5 578 710	5 159 278	92.5	79.3
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	351		1 078 465	887 090	82.3	13.6
	30680	Amounts received for the use of recreational facilities	38		62 893	6 286	10.0	.1
	39000	Merchandise sales	180		1 082 593	28 221	2.6	.4
	39017	Fuels and lubricants	15		204 920	13 345	6.5	.2
	39019	All other merchandise, not specified by type	165		908 955	14 867	1.6	.2
	39200	Sales of food and beverages	701		3 723 352	269 004	7.2	4.1
	39201	Sales of food and nonalcoholic beverages	597		3 632 634	188 657	5.2	2.9
	39202	Sales of alcoholic beverages	479		2 080 699	80 347	3.9	1.2
	39250	Rental or lease of goods and/or equipment	12		17 388	1 733	10.0	Z
	39500	All other receipts	265		2 278 800	40 882	1.8	.6
	39512	All other operating receipts	265		2 278 800	40 882	1.8	.6
7132901		Slot machine operators	331	X	1 758 687	X	100.0	84.2
	30560	Amusement machines operated by this establishment	59		188 116	13 980	7.4	.8
	30561	Phonograph, compact disc, or video jukeboxes	47		131 655	3 988	3.0	.2
	30562	Pinball machines	27		84 152	1 050	1.2	.1
	30563	Video games	44		132 799	3 779	2.8	.2
	30564	Other amusement machines, excluding billiard or pool tables	38		132 319	5 163	3.9	.3
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	12		91 198	746	.8	Z
	30640	Gaming receipts	331		1 758 687	1 625 696	92.4	92.4
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	283		1 535 909	1 427 959	93.0	81.2
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	52		265 318	197 737	74.5	11.2
	30680	Amounts received for the use of recreational facilities	15		37 408	2 058	5.5	.1
	39000	Merchandise sales	33		110 076	18 080	16.4	1.0
	39017	Fuels and lubricants	6		38 087	11 675	30.7	.7
	39019	All other merchandise, not specified by type	27		103 271	6 396	6.2	.4
	39200	Sales of food and beverages	164		1 101 090	86 504	7.9	4.9
	39201	Sales of food and nonalcoholic beverages	118		1 054 481	64 156	6.1	3.6
	39202	Sales of alcoholic beverages	149		457 550	22 348	4.9	1.3
	39500	All other receipts	61		794 534	10 278	1.3	.6
	39512	All other operating receipts	61		794 534	10 278	1.3	.6
7132902		Lottery, bingo, bookie, and other betting operation	1 385	X	4 747 361	X	100.0	68.9
	30400	Membership dues	18		102 584	15 022	14.6	.3
	30500	Admissions, excluding admission taxes	84		717 848	55 036	7.7	1.2
	30560	Amusement machines operated by this establishment	120		558 047	20 427	3.7	.4
	30561	Phonograph, compact disc, or video jukeboxes	13		4 147	283	6.8	Z
	30563	Video games	101		521 089	13 140	2.5	.3
	30564	Other amusement machines, excluding billiard or pool tables	6		32 817	7 004	21.3	.1
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	61		238 278	2 082	.9	Z
	30640	Gaming receipts	1 385		4 747 361	4 420 672	93.1	93.1
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	1 113		4 042 801	3 731 319	92.3	78.6
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	299		813 147	689 353	84.8	14.5
	30680	Amounts received for the use of recreational facilities	23		25 485	4 228	16.6	.1
	39000	Merchandise sales	147		972 517	10 141	1.0	.2
	39017	Fuels and lubricants	9		166 833	1 670	1.0	Z
	39019	All other merchandise, not specified by type	138		805 684	8 471	1.1	.2
	39200	Sales of food and beverages	537		2 622 262	182 500	7.0	3.8
	39201	Sales of food and nonalcoholic beverages	479		2 578 153	124 501	4.8	2.6
	39202	Sales of alcoholic beverages	330		1 623 149	57 999	3.6	1.2
	39250	Rental or lease of goods and/or equipment	12		17 388	1 733	10.0	Z
	39500	All other receipts	204		1 484 266	30 604	2.1	.6
	39512	All other operating receipts	204		1 484 266	30 604	2.1	.6
7139		Other amusement and recreation services	49 285	X	35 351 977	X	100.0	64.9
	30200	Tuition, fees, and other payments from providing academic or technical instruction	7 465		8 624 130	1 205 379	14.0	3.4
	30400	Membership dues	22 562		18 057 356	10 195 026	56.5	28.8
	30500	Admissions, excluding admission taxes	6 988		4 766 717	1 734 393	36.4	4.9

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
	30560	Amusement machines operated by this establishment	8 635	5 200 394	1 646 242	31.7	4.7	55.2
	30561	Phonograph, compact disc, or video jukeboxes	1 870	1 274 031	216 339	17.0	.6	X
	30562	Pinball machines	2 087	1 192 461	97 504	8.2	.3	X
	30563	Video games	6 523	3 800 395	714 408	18.8	2.0	X
	30564	Other amusement machines, excluding billiard or pool tables	2 689	1 956 215	617 991	31.6	1.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	3 054	2 928 792	128 453	4.4	.4	X
	30590	Advertising, including endorsement fees	2 083	1 857 687	61 229	3.3	.2	X
	30640	Gaming receipts	1 297	791 504	191 105	24.1	.5	59.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	874	531 769	129 055	24.3	.4	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	471	283 196	59 809	21.1	.2	X
	30680	Amounts received for the use of recreational facilities	23 487	18 908 010	9 150 708	48.4	25.9	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	4 553	3 677 587	1 320 203	35.9	3.7	X
	30700	Lodging	1 261	1 838 836	176 662	9.6	.5	X
	30800	Personal and household goods repair and maintenance	2 301	2 007 369	495 540	24.7	1.4	64.6
	30803	Boat repair and maintenance	2 301	2 007 369	495 540	24.7	1.4	X
	39000	Merchandise sales	21 641	20 353 819	2 146 539	10.5	6.1	63.8
	39017	Fuels and lubricants	2 623	2 309 594	251 341	10.9	.7	X
	39018	Boats and marine equipment	1 757	1 528 947	478 224	31.3	1.4	X
	39019	All other merchandise, not specified by type	20 244	19 297 668	1 416 974	7.3	4.0	X
	39200	Sales of food and beverages	27 281	22 982 397	4 481 709	19.5	12.7	63.3
	39201	Sales of food and nonalcoholic beverages	26 823	22 659 133	2 971 054	13.1	8.4	X
	39202	Sales of alcoholic beverages	14 292	15 881 151	1 510 655	9.5	4.3	X
	39250	Rental or lease of goods and/or equipment	11 400	11 298 208	968 488	8.6	2.7	X
	39500	All other receipts	13 034	15 640 622	1 450 301	9.3	4.1	64.0
	39512	All other operating receipts	13 034	15 640 622	1 450 301	9.3	4.1	X
71391		Golf courses and country clubs	8 798	X	10 462 394	X	100.0	68.0
	30200	Tuition, fees, and other payments from providing academic or technical instruction	888	1 938 296	98 741	5.1	.9	X
	30400	Membership dues	5 385	7 175 048	2 519 435	35.1	24.1	X
	30500	Admissions, excluding admission taxes	905	1 152 328	277 530	24.1	2.7	X
	30560	Amusement machines operated by this establishment	452	336 536	50 227	14.9	.5	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	245	478 478	18 279	3.8	.2	X
	30590	Advertising, including endorsement fees	453	470 487	14 077	3.0	.1	X
	30640	Gaming receipts	82	87 919	19 461	22.1	.2	48.0
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	42	34 987	2 264	6.5	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	44	56 367	17 197	30.5	.2	X
	30680	Amounts received for the use of recreational facilities	7 540	8 726 667	3 594 934	41.2	34.4	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	115	1 627 769	5 173	3.2	Z	X
	30700	Lodging	366	856 898	75 337	8.8	.7	X
	30800	Personal and household goods repair and maintenance	36	31 523	1 634	5.2	Z	68.0
	30803	Boat repair and maintenance	36	31 523	1 634	5.2	Z	X
	39000	Merchandise sales	5 741	7 371 475	664 908	9.0	6.4	67.2
	39017	Fuels and lubricants	56	151 105	3 745	2.5	Z	X
	39018	Boats and marine equipment	24	8 000	233	2.9	Z	X
	39019	All other merchandise, not specified by type	5 696	7 339 305	660 930	9.0	6.3	X
	39200	Sales of food and beverages	7 326	9 155 335	2 018 751	22.1	19.3	66.7
	39201	Sales of food and nonalcoholic beverages	7 221	9 090 494	1 462 006	16.1	14.0	X
	39202	Sales of alcoholic beverages	6 007	8 347 608	556 745	6.7	5.3	X
	39250	Rental or lease of goods and/or equipment	4 733	5 608 764	625 783	11.2	6.0	X
	39500	All other receipts	3 116	5 476 471	478 124	8.7	4.6	67.4
	39512	All other operating receipts	3 116	5 476 471	478 124	8.7	4.6	X
713910		Golf courses and country clubs	8 798	X	10 462 394	X	100.0	68.0
	30200	Tuition, fees, and other payments from providing academic or technical instruction	888	1 938 296	98 741	5.1	.9	X
	30400	Membership dues	5 385	7 175 048	2 519 435	35.1	24.1	X
	30500	Admissions, excluding admission taxes	905	1 152 328	277 530	24.1	2.7	X
	30560	Amusement machines operated by this establishment	452	336 536	50 227	14.9	.5	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	245	478 478	18 279	3.8	.2	X
	30590	Advertising, including endorsement fees	453	470 487	14 077	3.0	.1	X
	30640	Gaming receipts	82	87 919	19 461	22.1	.2	48.0
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	42	34 987	2 264	6.5	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	44	56 367	17 197	30.5	.2	X
	30680	Amounts received for the use of recreational facilities	7 540	8 726 667	3 594 934	41.2	34.4	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	115	1 627 769	5 173	3.2	Z	X
	30700	Lodging	366	856 898	75 337	8.8	.7	X
	30800	Personal and household goods repair and maintenance	36	31 523	1 634	5.2	Z	68.0
	30803	Boat repair and maintenance	36	31 523	1 634	5.2	Z	X
	39000	Merchandise sales	5 741	7 371 475	664 908	9.0	6.4	67.2
	39017	Fuels and lubricants	56	151 105	3 745	2.5	Z	X
	39018	Boats and marine equipment	24	8 000	233	2.9	Z	X
	39019	All other merchandise, not specified by type	5 696	7 339 305	660 930	9.0	6.3	X
	39200	Sales of food and beverages	7 326	9 155 335	2 018 751	22.1	19.3	66.7
	39201	Sales of food and nonalcoholic beverages	7 221	9 090 494	1 462 006	16.1	14.0	X
	39202	Sales of alcoholic beverages	6 007	8 347 608	556 745	6.7	5.3	X
	39250	Rental or lease of goods and/or equipment	4 733	5 608 764	625 783	11.2	6.0	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71391		Golf courses and country clubs—Con.						
713910		Golf courses and country clubs—Con.						
	39500	All other receipts	3 116	5 476 471	478 124	8.7	4.6	67.4
	39512	All other operating receipts	3 116	5 476 471	478 124	8.7	4.6	X
71392		Skiing facilities	387	X	1 801 235	X	100.0	74.0
	30200	Tuition, fees, and other payments from providing academic or technical instruction	219	1 302 879	163 399	12.5	9.1	X
	30400	Membership dues	53	213 269	13 372	6.3	.7	X
	30500	Admissions, excluding admission taxes	121	351 883	138 071	39.2	7.7	X
	30560	Amusement machines operated by this establishment	39	110 641	3 289	3.0	.2	74.0
	30563	Video games	30	86 947	2 641	3.0	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	7	21 320	644	3.0	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	68	421 238	5 601	1.3	.3	X
	30590	Advertising, including endorsement fees	65	322 294	3 396	1.1	.2	X
	30680	Amounts received for the use of recreational facilities	319	1 598 931	927 272	58.0	51.5	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	7	17 786	1 222	6.9	.1	X
	30700	Lodging	53	346 161	33 555	9.7	1.9	X
	39000	Merchandise sales	245	1 427 800	96 940	6.8	5.4	73.7
	39019	All other merchandise, not specified by type	240	1 422 793	96 063	6.8	5.3	X
	39200	Sales of food and beverages	322	1 677 043	213 389	12.7	11.8	68.0
	39201	Sales of food and nonalcoholic beverages	320	1 672 811	183 441	11.0	10.2	X
	39202	Sales of alcoholic beverages	235	1 533 871	29 948	2.0	1.7	X
	39250	Rental or lease of goods and/or equipment	274	1 364 185	94 377	6.9	5.2	X
	39500	All other receipts	193	1 491 146	107 352	7.2	6.0	74.0
	39512	All other operating receipts	193	1 491 146	107 352	7.2	6.0	X
713920		Skiing facilities	387	X	1 801 235	X	100.0	74.0
	30200	Tuition, fees, and other payments from providing academic or technical instruction	219	1 302 879	163 399	12.5	9.1	X
	30400	Membership dues	53	213 269	13 372	6.3	.7	X
	30500	Admissions, excluding admission taxes	121	351 883	138 071	39.2	7.7	X
	30560	Amusement machines operated by this establishment	39	110 641	3 289	3.0	.2	74.0
	30563	Video games	30	86 947	2 641	3.0	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	7	21 320	644	3.0	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	68	421 238	5 601	1.3	.3	X
	30590	Advertising, including endorsement fees	65	322 294	3 396	1.1	.2	X
	30680	Amounts received for the use of recreational facilities	319	1 598 931	927 272	58.0	51.5	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	7	17 786	1 222	6.9	.1	X
	30700	Lodging	53	346 161	33 555	9.7	1.9	X
	39000	Merchandise sales	245	1 427 800	96 940	6.8	5.4	73.7
	39019	All other merchandise, not specified by type	240	1 422 793	96 063	6.8	5.3	X
	39200	Sales of food and beverages	322	1 677 043	213 389	12.7	11.8	68.0
	39201	Sales of food and nonalcoholic beverages	320	1 672 811	183 441	11.0	10.2	X
	39202	Sales of alcoholic beverages	235	1 533 871	29 948	2.0	1.7	X
	39250	Rental or lease of goods and/or equipment	274	1 364 185	94 377	6.9	5.2	X
	39500	All other receipts	193	1 491 146	107 352	7.2	6.0	74.0
	39512	All other operating receipts	193	1 491 146	107 352	7.2	6.0	X
71393		Marinas	4 272	X	3 351 721	X	100.0	60.8
	30200	Tuition, fees, and other payments from providing academic or technical instruction	245	261 179	12 953	5.0	.4	X
	30400	Membership dues	656	583 857	189 689	32.5	5.7	X
	30500	Admissions, excluding admission taxes	94	99 380	6 231	6.3	.2	X
	30560	Amusement machines operated by this establishment	40	61 098	1 185	1.9	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	177	164 300	7 717	4.7	.2	X
	30590	Advertising, including endorsement fees	150	119 674	2 093	1.7	.1	X
	30640	Gaming receipts	34	29 555	3 856	13.0	.1	36.6
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	18	12 888	198	1.5	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	31	19 142	3 658	19.1	.1	X
	30680	Amounts received for the use of recreational facilities	209	240 379	21 062	8.8	.6	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	4 272	3 351 721	1 307 940	39.0	39.0	X
	30700	Lodging	401	304 315	24 538	8.1	.7	X
	30800	Personal and household goods repair and maintenance	2 191	1 929 145	487 217	25.3	14.5	60.5
	30803	Boat repair and maintenance	2 191	1 929 145	487 217	25.3	14.5	X
	39000	Merchandise sales	3 062	2 575 436	811 739	31.5	24.2	60.1
	39017	Fuels and lubricants	2 387	2 069 495	242 090	11.7	7.2	X
	39018	Boats and marine equipment	1 643	1 478 471	472 895	32.0	14.1	X
	39019	All other merchandise, not specified by type	1 872	1 613 155	96 754	6.0	2.9	X
	39200	Sales of food and beverages	1 976	1 594 201	271 011	17.0	8.1	58.9
	39201	Sales of food and nonalcoholic beverages	1 951	1 576 483	202 386	12.8	6.0	X
	39202	Sales of alcoholic beverages	1 129	1 064 595	68 625	6.4	2.0	X
	39250	Rental or lease of goods and/or equipment	802	628 060	56 343	9.0	1.7	X
	39500	All other receipts	1 581	1 425 336	148 147	10.4	4.4	57.3
	39512	All other operating receipts	1 581	1 425 336	148 147	10.4	4.4	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71393		Marinas—Con.						
713930		Marinas	4 272	X	3 351 721	X	100.0	60.8
	30200	Tuition, fees, and other payments from providing academic or technical instruction	245	261 179	12 953	5.0	.4	X
	30400	Membership dues	656	583 857	189 689	32.5	5.7	X
	30500	Admissions, excluding admission taxes	94	99 380	6 231	6.3	.2	X
	30560	Amusement machines operated by this establishment	40	61 098	1 185	1.9	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	177	164 300	7 717	4.7	.2	X
	30590	Advertising, including endorsement fees	150	119 674	2 093	1.7	.1	X
	30640	Gaming receipts	34	29 555	3 856	13.0	.1	36.6
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	18	12 888	198	1.5	Z	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	31	19 142	3 658	19.1	.1	X
	30680	Amounts received for the use of recreational facilities	209	240 379	21 062	8.8	.6	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	4 272	3 351 721	1 307 940	39.0	39.0	X
	30700	Lodging	401	304 315	24 538	8.1	.7	X
	30800	Personal and household goods repair and maintenance	2 191	1 929 145	487 217	25.3	14.5	60.5
	30803	Boat repair and maintenance	2 191	1 929 145	487 217	25.3	14.5	X
	39000	Merchandise sales	3 062	2 575 436	811 739	31.5	24.2	60.1
	39017	Fuels and lubricants	2 387	2 069 495	242 090	11.7	7.2	X
	39018	Boats and marine equipment	1 643	1 478 471	472 895	32.0	14.1	X
	39019	All other merchandise, not specified by type	1 872	1 613 155	96 754	6.0	2.9	X
	39200	Sales of food and beverages	1 976	1 594 201	271 011	17.0	8.1	58.9
	39201	Sales of food and nonalcoholic beverages	1 951	1 576 483	202 386	12.8	6.0	X
	39202	Sales of alcoholic beverages	1 129	1 064 595	68 625	6.4	2.0	X
	39250	Rental or lease of goods and/or equipment	802	628 060	56 343	9.0	1.7	X
	39500	All other receipts	1 581	1 425 336	148 147	10.4	4.4	57.3
	39512	All other operating receipts	1 581	1 425 336	148 147	10.4	4.4	X
71394		Fitness and recreational sports centers	19 849	X	11 713 321	X	100.0	66.9
	30200	Tuition, fees, and other payments from providing academic or technical instruction	5 601	4 825 437	870 182	18.0	7.4	X
	30400	Membership dues	14 803	9 393 951	7 165 557	76.3	61.2	X
	30500	Admissions, excluding admission taxes	3 455	1 881 931	554 034	29.4	4.7	X
	30560	Amusement machines operated by this establishment	1 521	700 295	44 590	6.4	.4	56.3
	30561	Phonograph, compact disc, or video jukeboxes	29	14 489	2 993	20.7	Z	X
	30562	Pinball machines	178	45 943	4 281	9.3	Z	X
	30563	Video games	1 147	487 661	29 489	6.0	.3	X
	30564	Other amusement machines, excluding billiard or pool tables	353	211 179	7 827	3.7	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	836	789 717	47 402	6.0	.4	X
	30590	Advertising, including endorsement fees	761	649 713	23 931	3.7	.2	X
	30640	Gaming receipts	103	42 693	16 126	37.8	.1	X
	30680	Amounts received for the use of recreational facilities	5 085	3 313 874	1 612 441	48.7	13.8	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	44	116 034	3 476	3.0	Z	X
	30700	Lodging	74	148 406	22 416	15.1	.2	X
	30800	Personal and household goods repair and maintenance	26	32 838	6 097	18.6	.1	66.9
	30803	Boat repair and maintenance	26	32 838	6 097	18.6	.1	X
	39000	Merchandise sales	7 628	6 410 368	342 606	5.3	2.9	65.1
	39017	Fuels and lubricants	80	27 138	1 281	4.7	Z	X
	39018	Boats and marine equipment	12	10 357	3 556	34.3	Z	X
	39019	All other merchandise, not specified by type	7 557	6 393 523	337 769	5.3	2.9	X
	39200	Sales of food and beverages	8 277	5 824 786	469 389	8.1	4.0	65.7
	39201	Sales of food and nonalcoholic beverages	8 198	5 705 875	421 445	7.4	3.6	X
	39202	Sales of alcoholic beverages	896	1 435 967	47 944	3.3	.4	X
	39250	Rental or lease of goods and/or equipment	2 059	1 470 367	52 899	3.6	.5	X
	39500	All other receipts	4 721	4 886 585	482 175	9.9	4.1	65.9
	39512	All other operating receipts	4 721	4 886 585	482 175	9.9	4.1	X
713940		Fitness and recreational sports centers	19 849	X	11 713 321	X	100.0	66.9
	30200	Tuition, fees, and other payments from providing academic or technical instruction	5 601	4 825 437	870 182	18.0	7.4	X
	30400	Membership dues	14 803	9 393 951	7 165 557	76.3	61.2	X
	30500	Admissions, excluding admission taxes	3 455	1 881 931	554 034	29.4	4.7	X
	30560	Amusement machines operated by this establishment	1 521	700 295	44 590	6.4	.4	56.3
	30561	Phonograph, compact disc, or video jukeboxes	29	14 489	2 993	20.7	Z	X
	30562	Pinball machines	178	45 943	4 281	9.3	Z	X
	30563	Video games	1 147	487 661	29 489	6.0	.3	X
	30564	Other amusement machines, excluding billiard or pool tables	353	211 179	7 827	3.7	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	836	789 717	47 402	6.0	.4	X
	30590	Advertising, including endorsement fees	761	649 713	23 931	3.7	.2	X
	30640	Gaming receipts	103	42 693	16 126	37.8	.1	X
	30680	Amounts received for the use of recreational facilities	5 085	3 313 874	1 612 441	48.7	13.8	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	44	116 034	3 476	3.0	Z	X
	30700	Lodging	74	148 406	22 416	15.1	.2	X
	30800	Personal and household goods repair and maintenance	26	32 838	6 097	18.6	.1	66.9
	30803	Boat repair and maintenance	26	32 838	6 097	18.6	.1	X
	39000	Merchandise sales	7 628	6 410 368	342 606	5.3	2.9	65.1
	39017	Fuels and lubricants	80	27 138	1 281	4.7	Z	X
	39018	Boats and marine equipment	12	10 357	3 556	34.3	Z	X
	39019	All other merchandise, not specified by type	7 557	6 393 523	337 769	5.3	2.9	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Estab-lishments with the product line	All estab-lishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71394		Fitness and recreational sports centers—Con.						
713940		Fitness and recreational sports centers—Con.						
	39200	Sales of food and beverages	8 277	5 824 786	469 389	8.1	4.0	65.7
	39201	Sales of food and nonalcoholic beverages	8 198	5 705 875	421 445	7.4	3.6	X
	39202	Sales of alcoholic beverages	896	1 435 967	47 944	3.3	.4	X
	39250	Rental or lease of goods and/or equipment	2 059	1 470 367	52 899	3.6	.5	X
	39500	All other receipts	4 721	4 886 585	482 175	9.9	4.1	65.9
	39512	All other operating receipts	4 721	4 886 585	482 175	9.9	4.1	X
7139404		Ice skating rinks	443	X	419 950	X	100.0	65.5
	30200	Tuition, fees, and other payments from providing academic or technical instruction	187	215 438	59 891	27.8	14.3	X
	30400	Membership dues	65	40 629	9 842	24.2	2.3	X
	30500	Admissions, excluding admission taxes	293	283 046	59 224	20.9	14.1	X
	30560	Amusement machines operated by this establishment	157	157 216	6 333	4.0	1.5	62.7
	30562	Pinball machines	19	9 116	2 833	31.1	.7	X
	30563	Video games	121	128 258	2 976	2.3	.7	X
	30564	Other amusement machines, excluding billiard or pool tables	25	27 944	524	1.9	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	138	139 910	1 942	1.4	.5	X
	30590	Advertising, including endorsement fees	169	176 851	4 864	2.8	1.2	X
	30640	Gaming receipts	9	3 712	1 215	32.7	.3	65.5
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	7	1 636	1 067	65.2	.3	X
	30680	Amounts received for the use of recreational facilities	385	388 349	197 279	50.8	47.0	X
	30700	Lodging	8	10 698	648	6.1	.2	X
	39000	Merchandise sales	212	230 312	29 195	12.7	7.0	62.6
	39017	Fuels and lubricants	10	6 219	713	11.5	.2	X
	39019	All other merchandise, not specified by type	204	226 940	28 482	12.6	6.8	X
	39200	Sales of food and beverages	308	304 053	26 812	8.8	6.4	63.7
	39201	Sales of food and nonalcoholic beverages	304	298 910	25 140	8.4	6.0	X
	39202	Sales of alcoholic beverages	28	40 717	1 672	4.1	.4	X
	39250	Rental or lease of goods and/or equipment	189	191 776	8 771	4.6	2.1	X
	39500	All other receipts	194	181 113	13 867	7.7	3.3	64.7
	39512	All other operating receipts	194	181 113	13 867	7.7	3.3	X
7139405		Roller skating rinks	1 540	X	396 485	X	100.0	61.7
	30200	Tuition, fees, and other payments from providing academic or technical instruction	170	58 458	2 073	3.5	.5	X
	30400	Membership dues	142	41 462	1 932	4.7	.5	X
	30500	Admissions, excluding admission taxes	1 466	372 545	206 109	55.3	52.0	X
	30560	Amusement machines operated by this establishment	931	259 748	19 054	7.3	4.8	60.2
	30561	Phonograph, compact disc, or video jukeboxes	20	4 364	666	15.3	.2	X
	30562	Pinball machines	153	35 396	1 430	4.0	.4	X
	30563	Video games	703	189 288	11 835	6.3	3.0	X
	30564	Other amusement machines, excluding billiard or pool tables	220	76 903	5 123	6.7	1.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	277	96 099	3 015	3.1	.8	X
	30590	Advertising, including endorsement fees	65	12 050	430	3.6	.1	X
	30640	Gaming receipts	12	1 650	263	15.9	.1	44.0
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	10	968	48	5.0	Z	X
	30680	Amounts received for the use of recreational facilities	502	159 367	41 112	25.8	10.4	X
	39000	Merchandise sales	876	266 153	25 451	9.6	6.4	60.8
	39017	Fuels and lubricants	7	857	41	4.8	Z	X
	39019	All other merchandise, not specified by type	868	265 298	25 369	9.6	6.4	X
	39200	Sales of food and beverages	1 359	355 880	69 574	19.6	17.5	61.3
	39201	Sales of food and nonalcoholic beverages	1 337	351 393	68 120	19.4	17.2	X
	39202	Sales of alcoholic beverages	48	15 182	1 454	9.6	.4	X
	39250	Rental or lease of goods and/or equipment	661	205 589	16 710	8.1	4.2	X
	39500	All other receipts	359	119 669	10 651	8.9	2.7	61.1
	39512	All other operating receipts	359	119 669	10 651	8.9	2.7	X
7139409		Other fitness and recreational sports centers	17 866	X	10 896 886	X	100.0	67.1
	30200	Tuition, fees, and other payments from providing academic or technical instruction	5 244	4 551 541	808 218	17.8	7.4	X
	30400	Membership dues	14 596	9 311 860	7 153 783	76.8	65.7	X
	30500	Admissions, excluding admission taxes	1 696	1 226 340	288 701	23.5	2.6	X
	30560	Amusement machines operated by this establishment	433	283 331	19 203	6.8	.2	43.5
	30561	Phonograph, compact disc, or video jukeboxes	9	10 125	2 327	23.0	Z	X
	30562	Pinball machines	6	1 431	18	1.3	Z	X
	30563	Video games	323	170 115	14 678	8.6	.1	X
	30564	Other amusement machines, excluding billiard or pool tables	108	106 332	2 180	2.1	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	421	553 708	42 445	7.7	.4	X
	30590	Advertising, including endorsement fees	527	460 812	18 637	4.0	.2	X
	30640	Gaming receipts	82	37 331	14 648	39.2	.1	X
	30680	Amounts received for the use of recreational facilities	4 198	2 766 158	1 374 050	49.7	12.6	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	41	114 362	3 368	2.9	Z	X
	30700	Lodging	61	135 630	21 698	16.0	.2	X
	30800	Personal and household goods repair and maintenance	26	32 838	6 097	18.6	.1	67.1
	30803	Boat repair and maintenance	26	32 838	6 097	18.6	.1	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71394		Fitness and recreational sports centers—Con.						
713940		Fitness and recreational sports centers—Con.						
7139409		Other fitness and recreational sports centers—Con.						
	39000	Merchandise sales	6 540	5 913 903	287 960	4.9	2.6	65.3
	39017	Fuels and lubricants	63	20 062	527	2.6	Z	X
	39018	Boats and marine equipment	8	9 807	3 515	35.8	Z	X
	39019	All other merchandise, not specified by type	6 485	5 901 285	283 918	4.8	2.6	X
	39200	Sales of food and beverages	6 610	5 164 853	373 003	7.2	3.4	65.9
	39201	Sales of food and nonalcoholic beverages	6 557	5 055 572	328 185	6.5	3.0	X
	39202	Sales of alcoholic beverages	820	1 380 068	44 818	3.2	.4	X
	39250	Rental or lease of goods and/or equipment	1 209	1 073 002	27 418	2.6	.3	X
	39500	All other receipts	4 168	4 585 803	457 657	10.0	4.2	66.1
	39512	All other operating receipts	4 168	4 585 803	457 657	10.0	4.2	X
71395		Bowling centers	4 924	X	3 074 777	X	100.0	77.7
	30200	Tuition, fees, and other payments from providing academic or technical instruction	21	11 836	614	5.2	Z	X
	30400	Membership dues	79	27 777	381	1.4	Z	X
	30500	Admissions, excluding admission taxes	90	64 708	12 440	19.2	.4	X
	30560	Amusement machines operated by this establishment	2 690	1 719 769	72 134	4.2	2.3	74.2
	30561	Phonograph, compact disc, or video jukeboxes	228	88 609	611	.7	Z	X
	30562	Pinball machines	439	233 504	6 297	2.7	.2	X
	30563	Video games	2 213	1 490 405	58 970	4.0	1.9	X
	30564	Other amusement machines, excluding billiard or pool tables	368	207 583	6 256	3.0	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 190	767 119	24 562	3.2	.8	X
	30590	Advertising, including endorsement fees	209	106 482	1 543	1.4	.1	X
	30640	Gaming receipts	686	483 121	66 583	13.8	2.2	77.0
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	480	371 745	59 347	16.0	1.9	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	230	132 454	7 236	5.5	.2	X
	30680	Amounts received for the use of recreational facilities	4 924	3 074 777	1 867 189	60.7	60.7	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	19	6 616	34	.5	Z	X
	30800	Personal and household goods repair and maintenance	6	3 460	244	7.1	Z	77.7
	30803	Boat repair and maintenance	6	3 460	244	7.1	Z	X
	39000	Merchandise sales	1 755	1 007 025	42 011	4.2	1.4	76.8
	39017	Fuels and lubricants	16	8 234	396	4.8	Z	X
	39019	All other merchandise, not specified by type	1 737	997 173	41 542	4.2	1.4	X
	39200	Sales of food and beverages	4 321	2 659 234	847 232	31.9	27.6	76.9
	39201	Sales of food and nonalcoholic beverages	4 173	2 573 892	365 672	14.2	11.9	X
	39202	Sales of alcoholic beverages	3 835	2 474 113	481 560	19.5	15.7	X
	39250	Rental or lease of goods and/or equipment	2 748	1 806 216	99 624	5.5	3.2	X
	39500	All other receipts	1 594	1 221 250	40 095	3.3	1.3	77.6
	39512	All other operating receipts	1 594	1 221 250	40 095	3.3	1.3	X
713950		Bowling centers	4 924	X	3 074 777	X	100.0	77.7
	30200	Tuition, fees, and other payments from providing academic or technical instruction	21	11 836	614	5.2	Z	X
	30400	Membership dues	79	27 777	381	1.4	Z	X
	30500	Admissions, excluding admission taxes	90	64 708	12 440	19.2	.4	X
	30560	Amusement machines operated by this establishment	2 690	1 719 769	72 134	4.2	2.3	74.2
	30561	Phonograph, compact disc, or video jukeboxes	228	88 609	611	.7	Z	X
	30562	Pinball machines	439	233 504	6 297	2.7	.2	X
	30563	Video games	2 213	1 490 405	58 970	4.0	1.9	X
	30564	Other amusement machines, excluding billiard or pool tables	368	207 583	6 256	3.0	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 190	767 119	24 562	3.2	.8	X
	30590	Advertising, including endorsement fees	209	106 482	1 543	1.4	.1	X
	30640	Gaming receipts	686	483 121	66 583	13.8	2.2	77.0
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	480	371 745	59 347	16.0	1.9	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	230	132 454	7 236	5.5	.2	X
	30680	Amounts received for the use of recreational facilities	4 924	3 074 777	1 867 189	60.7	60.7	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	19	6 616	34	.5	Z	X
	30800	Personal and household goods repair and maintenance	6	3 460	244	7.1	Z	77.7
	30803	Boat repair and maintenance	6	3 460	244	7.1	Z	X
	39000	Merchandise sales	1 755	1 007 025	42 011	4.2	1.4	76.8
	39017	Fuels and lubricants	16	8 234	396	4.8	Z	X
	39019	All other merchandise, not specified by type	1 737	997 173	41 542	4.2	1.4	X
	39200	Sales of food and beverages	4 321	2 659 234	847 232	31.9	27.6	76.9
	39201	Sales of food and nonalcoholic beverages	4 173	2 573 892	365 672	14.2	11.9	X
	39202	Sales of alcoholic beverages	3 835	2 474 113	481 560	19.5	15.7	X
	39250	Rental or lease of goods and/or equipment	2 748	1 806 216	99 624	5.5	3.2	X
	39500	All other receipts	1 594	1 221 250	40 095	3.3	1.3	77.6
	39512	All other operating receipts	1 594	1 221 250	40 095	3.3	1.3	X
71399		All other amusement and recreation industries	11 055	X	4 948 529	X	100.0	45.4
	30200	Tuition, fees, and other payments from providing academic or technical instruction	491	284 503	59 490	20.9	1.2	X
	30400	Membership dues	1 586	663 454	306 592	46.2	6.2	X
	30500	Admissions, excluding admission taxes	2 323	1 216 487	746 087	61.3	15.1	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71399		All other amusement and recreation industries—Con.						
	30560	Amusement machines operated by this establishment	3 893	2 272 055	1 474 817	64.9	29.8	39.0
	30561	Phonograph, compact disc, or video jukeboxes	1 486	995 438	179 598	18.0	3.6	X
	30562	Pinball machines	1 467	908 876	86 924	9.6	1.8	X
	30563	Video games	2 849	1 606 076	614 263	38.2	12.4	X
	30564	Other amusement machines, excluding billiard or pool tables	1 872	1 411 604	594 032	42.1	12.0	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	538	307 940	24 892	8.1	.5	X
	30590	Advertising, including endorsement fees	445	189 037	16 189	8.6	.3	X
	30640	Gaming receipts	392	148 216	85 079	57.4	1.7	41.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	297	103 998	65 939	63.4	1.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	97	40 222	16 899	42.0	.3	X
	30680	Amounts received for the use of recreational facilities	5 410	1 953 382	1 127 810	57.7	22.8	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	96	22 661	2 358	10.4	Z	X
	30700	Lodging	363	179 441	20 725	11.6	.4	X
	30800	Personal and household goods repair and maintenance	42	10 403	348	3.3	Z	45.4
	30803	Boat repair and maintenance	42	10 403	348	3.3	Z	X
	39000	Merchandise sales	3 210	1 561 715	188 335	12.1	3.8	43.5
	39017	Fuels and lubricants	80	48 658	3 372	6.9	.1	X
	39018	Boats and marine equipment	74	26 025	1 047	4.0	Z	X
	39019	All other merchandise, not specified by type	3 142	1 531 719	183 916	12.0	3.7	X
	39200	Sales of food and beverages	5 059	2 071 798	661 937	32.0	13.4	43.1
	39201	Sales of food and nonalcoholic beverages	4 960	2 039 578	336 104	16.5	6.8	X
	39202	Sales of alcoholic beverages	2 190	1 024 997	325 833	31.8	6.6	X
	39250	Rental or lease of goods and/or equipment	784	420 616	39 462	9.4	.8	X
	39500	All other receipts	1 829	1 139 834	194 408	17.1	3.9	44.1
	39512	All other operating receipts	1 829	1 139 834	194 408	17.1	3.9	X
713990		All other amusement and recreation industries	11 055	X	4 948 529	X	100.0	45.4
	30200	Tuition, fees, and other payments from providing academic or technical instruction	491	284 503	59 490	20.9	1.2	X
	30400	Membership dues	1 586	663 454	306 592	46.2	6.2	X
	30500	Admissions, excluding admission taxes	2 323	1 216 487	746 087	61.3	15.1	X
	30560	Amusement machines operated by this establishment	3 893	2 272 055	1 474 817	64.9	29.8	39.0
	30561	Phonograph, compact disc, or video jukeboxes	1 486	995 438	179 598	18.0	3.6	X
	30562	Pinball machines	1 467	908 876	86 924	9.6	1.8	X
	30563	Video games	2 849	1 606 076	614 263	38.2	12.4	X
	30564	Other amusement machines, excluding billiard or pool tables	1 872	1 411 604	594 032	42.1	12.0	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	538	307 940	24 892	8.1	.5	X
	30590	Advertising, including endorsement fees	445	189 037	16 189	8.6	.3	X
	30640	Gaming receipts	392	148 216	85 079	57.4	1.7	41.2
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	297	103 998	65 939	63.4	1.3	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	97	40 222	16 899	42.0	.3	X
	30680	Amounts received for the use of recreational facilities	5 410	1 953 382	1 127 810	57.7	22.8	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	96	22 661	2 358	10.4	Z	X
	30700	Lodging	363	179 441	20 725	11.6	.4	X
	30800	Personal and household goods repair and maintenance	42	10 403	348	3.3	Z	45.4
	30803	Boat repair and maintenance	42	10 403	348	3.3	Z	X
	39000	Merchandise sales	3 210	1 561 715	188 335	12.1	3.8	43.5
	39017	Fuels and lubricants	80	48 658	3 372	6.9	.1	X
	39018	Boats and marine equipment	74	26 025	1 047	4.0	Z	X
	39019	All other merchandise, not specified by type	3 142	1 531 719	183 916	12.0	3.7	X
	39200	Sales of food and beverages	5 059	2 071 798	661 937	32.0	13.4	43.1
	39201	Sales of food and nonalcoholic beverages	4 960	2 039 578	336 104	16.5	6.8	X
	39202	Sales of alcoholic beverages	2 190	1 024 997	325 833	31.8	6.6	X
	39250	Rental or lease of goods and/or equipment	784	420 616	39 462	9.4	.8	X
	39500	All other receipts	1 829	1 139 834	194 408	17.1	3.9	44.1
	39512	All other operating receipts	1 829	1 139 834	194 408	17.1	3.9	X
7139901		Dance halls	214	X	82 344	X	100.0	37.7
	30500	Admissions, excluding admission taxes	119	51 338	16 167	31.5	19.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	15	19 321	2 079	10.8	2.5	X
	30590	Advertising, including endorsement fees	7	12 838	2 425	18.9	2.9	X
	30680	Amounts received for the use of recreational facilities	214	82 344	35 078	42.6	42.6	X
	39000	Merchandise sales	8	8 177	151	1.8	.2	37.7
	39019	All other merchandise, not specified by type	8	8 177	151	1.8	.2	X
	39200	Sales of food and beverages	174	68 194	22 652	33.2	27.5	37.7
	39201	Sales of food and nonalcoholic beverages	156	61 779	8 092	13.1	9.8	X
	39202	Sales of alcoholic beverages	103	39 687	14 560	36.7	17.7	X
	39250	Rental or lease of goods and/or equipment	7	9 632	82	.9	.1	X
	39500	All other receipts	57	17 782	2 666	15.0	3.2	37.7
	39512	All other operating receipts	57	17 782	2 666	15.0	3.2	X
7139902		Concession operators of amusement devices and rides	958	X	430 957	X	100.0	25.7
	30500	Admissions, excluding admission taxes	57	24 476	13 663	55.8	3.2	X
	30560	Amusement machines operated by this establishment	219	129 096	24 447	18.9	5.7	25.3
	30561	Phonograph, compact disc, or video jukeboxes	23	23 717	852	3.6	.2	X
	30562	Pinball machines	35	26 397	390	1.5	.1	X
	30563	Video games	161	84 374	11 071	13.1	2.6	X
	30564	Other amusement machines, excluding billiard or pool tables	68	51 525	12 134	23.6	2.8	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71399		All other amusement and recreation industries—Con.						
713990		All other amusement and recreation industries—Con.						
7139902		Concession operators of amusement devices and rides—Con.						
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	24	12 599	843	6.7	.2	X
	30590	Advertising, including endorsement fees	42	19 225	529	2.8	.1	X
	30640	Gaming receipts	12	4 927	2 241	45.5	.5	X
	30680	Amounts received for the use of recreational facilities	958	430 957	342 388	79.4	79.4	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	6	1 136	17	1.5	Z	X
	30700	Lodging	8	3 735	256	6.9	.1	X
	30800	Personal and household goods repair and maintenance	6	1 136	9	.8	Z	25.7
	30803	Boat repair and maintenance	6	1 136	9	.8	Z	X
	39000	Merchandise sales	171	80 953	6 844	8.5	1.6	25.7
	39019	All other merchandise, not specified by type	171	80 953	6 844	8.5	1.6	X
	39200	Sales of food and beverages	388	180 095	32 909	18.3	7.6	25.7
	39201	Sales of food and nonalcoholic beverages	388	180 095	30 661	17.0	7.1	X
	39202	Sales of alcoholic beverages	32	14 050	2 248	16.0	.5	X
	39250	Rental or lease of goods and/or equipment	59	16 010	3 642	22.7	.8	X
	39500	All other receipts	66	57 268	3 169	5.5	.7	25.7
	39512	All other operating receipts	66	57 268	3 169	5.5	.7	X
7139904		Miniature golf courses	1 392	X	396 744	X	100.0	62.5
	30200	Tuition, fees, and other payments from providing academic or technical instruction	171	84 455	8 029	9.5	2.0	X
	30400	Membership dues	92	38 833	5 716	14.7	1.4	X
	30500	Admissions, excluding admission taxes	406	110 277	91 399	82.9	23.0	X
	30560	Amusement machines operated by this establishment	202	62 892	9 492	15.1	2.4	56.3
	30562	Pinball machines	22	5 761	73	1.3	Z	X
	30563	Video games	173	57 211	8 434	14.7	2.1	X
	30564	Other amusement machines, excluding billiard or pool tables	40	8 001	977	12.2	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	65	38 504	959	2.5	.2	X
	30590	Advertising, including endorsement fees	37	15 154	133	.9	Z	X
	30680	Amounts received for the use of recreational facilities	1 030	301 662	217 927	72.2	54.9	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	12	2 869	531	18.5	.1	X
	39000	Merchandise sales	439	181 487	24 086	13.3	6.1	62.0
	39017	Fuels and lubricants	6	7 199	435	6.0	.1	X
	39019	All other merchandise, not specified by type	432	179 122	23 554	13.2	5.9	X
	39200	Sales of food and beverages	834	259 731	29 430	11.3	7.4	61.9
	39201	Sales of food and nonalcoholic beverages	815	255 705	23 179	9.1	5.8	X
	39202	Sales of alcoholic beverages	207	85 370	6 251	7.3	1.6	X
	39250	Rental or lease of goods and/or equipment	52	36 375	4 113	11.3	1.0	X
	39500	All other receipts	146	79 720	4 903	6.2	1.2	62.5
	39512	All other operating receipts	146	79 720	4 903	6.2	1.2	X
7139905		Coin-operated amusement devices (except slot machine operation)	2 291	X	1 577 643	X	100.0	56.7
	30200	Tuition, fees, and other payments from providing academic or technical instruction	6	1 082	128	11.8	Z	X
	30400	Membership dues	28	20 724	78	4.4	Z	X
	30500	Admissions, excluding admission taxes	79	31 793	9 744	30.6	6	X
	30560	Amusement machines operated by this establishment	2 291	1 577 643	1 369 671	86.8	86.8	48.9
	30561	Phonograph, compact disc, or video jukeboxes	1 239	883 546	172 301	19.5	10.9	X
	30562	Pinball machines	1 185	786 358	82 512	10.5	5.2	X
	30563	Video games	1 812	1 171 475	569 589	48.6	36.1	X
	30564	Other amusement machines, excluding billiard or pool tables	1 278	1 123 172	545 269	48.5	34.6	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	42	21 382	9 015	42.2	.6	X
	30590	Advertising, including endorsement fees	16	6 620	49	.7	Z	X
	30640	Gaming receipts	74	67 324	42 352	62.9	2.7	53.5
	30642	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	49	46 298	28 516	61.6	1.8	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	26	21 026	13 836	65.8	.9	X
	30680	Amounts received for the use of recreational facilities	134	89 742	16 094	17.9	1.0	X
	30700	Lodging	7	3 411	122	3.6	Z	X
	39000	Merchandise sales	372	235 137	33 005	14.0	2.1	55.2
	39019	All other merchandise, not specified by type	372	235 137	33 005	14.0	2.1	X
	39200	Sales of food and beverages	248	177 230	34 335	19.4	2.2	55.4
	39201	Sales of food and nonalcoholic beverages	245	175 400	31 686	18.1	2.0	X
	39202	Sales of alcoholic beverages	33	9 011	2 649	29.4	.2	X
	39250	Rental or lease of goods and/or equipment	52	53 638	1 923	3.6	.1	X
	39500	All other receipts	371	341 190	61 127	17.9	3.9	55.7
	39512	All other operating receipts	371	341 190	61 127	17.9	3.9	X
7139908		All other miscellaneous amusement and recreation services	6 200	X	2 460 841	X	100.0	39.1
	30200	Tuition, fees, and other payments from providing academic or technical instruction	310	193 530	50 639	26.2	2.1	X
	30400	Membership dues	1 465	598 286	300 762	50.3	12.2	X
	30500	Admissions, excluding admission taxes	1 662	998 603	615 114	61.6	25.0	X
	30560	Amusement machines operated by this establishment	1 176	500 855	71 175	14.2	2.9	32.4
	30561	Phonograph, compact disc, or video jukeboxes	221	87 772	6 437	7.3	.3	X
	30562	Pinball machines	225	90 360	3 949	4.4	.2	X
	30563	Video games	703	293 016	25 169	8.6	1.0	X
	30564	Other amusement machines, excluding billiard or pool tables	481	227 337	35 620	15.7	1.4	X

See footnotes at end of table.

Table 1. Product Lines by Kind of Business for the United States: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Arts, entertainment, and recreation—Con.						
713		Amusement, gambling, and recreation industries—Con.						
7139		Other amusement and recreation services—Con.						
71399		All other amusement and recreation industries—Con.						
713990		All other amusement and recreation industries—Con.						
7139908		All other miscellaneous amusement and recreation services—Con.						
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	392	216 134	11 996	5.6	.5	X
	30590	Advertising, including endorsement fees	343	135 200	13 053	9.7	.5	X
	30640	Gaming receipts	302	73 679	40 178	54.5	1.6	34.9
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	246	56 792	37 141	65.4	1.5	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	69	17 818	3 037	17.0	.1	X
	30680	Amounts received for the use of recreational facilities	3 074	1 048 677	516 323	49.2	21.0	X
	30690	Pleasure boat dockage, slip rental, launch fees, and storage	78	18 656	1 810	9.7	.1	X
	30700	Lodging	348	172 295	20 347	11.8	.8	X
	30800	Personal and household goods repair and maintenance	36	9 267	339	3.7	Z	39.1
	30803	Boat repair and maintenance	36	9 267	339	3.7	Z	X
	39000	Merchandise sales	2 220	1 055 961	124 249	11.8	5.0	36.9
	39017	Fuels and lubricants	74	41 459	2 937	7.1	.1	X
	39018	Boats and marine equipment	69	23 528	950	4.0	Z	X
	39019	All other merchandise, not specified by type	2 159	1 028 330	120 362	11.7	4.9	X
	39200	Sales of food and beverages	3 415	1 386 548	542 611	39.1	22.1	36.2
	39201	Sales of food and nonalcoholic beverages	3 356	1 366 599	242 486	17.7	9.9	X
	39202	Sales of alcoholic beverages	1 815	876 879	300 125	34.2	12.2	X
	39250	Rental or lease of goods and/or equipment	614	304 961	29 702	9.7	1.2	X
	39500	All other receipts	1 189	643 874	122 543	19.0	5.0	37.4
	39512	All other operating receipts	1 189	643 874	122 543	19.0	5.0	X

¹Product line receipts/revenue and 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.
²Receipts/revenue of establishments reporting product line receipts/revenue as percent of total receipts/revenue.

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 shoe-shine 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/REVENUE

Receipts (basic dollar volume measure for service establishments of firms subject to federal income tax). Includes gross receipts from customers or clients for services provided, from the use of facilities, and from merchandise sold in 2002 whether or not payment was received in 2002. For advertising agencies, travel industries, and other service establishments operating on a commission basis, receipts include commissions, fees, and other operating income, NOT gross billings and sales. Excise taxes on gasoline, liquor, tobacco, etc., that are paid by the manufacturer or wholesaler and passed on in the cost of goods purchased by the service establishment, are also included. The establishments share of receipts from departments, concessions, and vending and amusement machines operated by others are included as part of receipts. Receipts also include amounts received from the rental and leasing of vehicles, equipment, instruments, and tools; the total value of service contracts; market value of compensation received in lieu of cash; amounts received for work subcontracted to others; and dues and assessments from members and affiliates. Receipts from services performed for foreign parent firms, subsidiaries, and branches are included.

Receipts are net after deductions for refunds and allowances for merchandise returned by customers. Receipts do not include sales and other taxes (including Hawaii's General Excise Tax) collected directly from customers and paid directly to a local, state, or federal tax agency. Also excluded are gross receipts from departments and concessions operated by others; sales of used equipment previously rented or leased to customers; domestic intracompany transfers; proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale); income from interest, rental of real estate, dividends, contributions, and grants; receipts of foreign parent firms and subsidiaries; and other nonoperating income, such as franchise fees. Receipts do not include service receipts of manufacturers, wholesalers, retail establishments, or

other businesses whose primary activity is other than service. They do, however, include receipts other than from services rendered (e.g., sale of merchandise to individuals or other businesses) by establishments primarily engaged in performing services and classified in the service industries.

Revenue (basic dollar volume measure for firms exempt from federal income tax). Includes receipts from customers or clients for services provided in 2002, whether or not payment was received in 2002, and gross sales of merchandise, minus returns and allowances. Also included are income from interest, dividends, gross rents (including display space rentals and share of receipts from departments operated by other companies), gross contributions, gifts, grants (whether or not restricted for use in operations), royalties, dues and assessments from members and affiliates, commissions earned from the sale of merchandise owned by others (including commissions from vending machine operators), and gross receipts from fundraising activities. Revenue now includes gains or losses from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale). Receipts from taxable business activities of firms exempt from federal income tax (unrelated business income) are also included in revenue.

Revenue does not include sales and other taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency; gross receipts of departments or concessions operated by others; and amounts transferred to operating funds from capital or reserve funds.

Appendix B.

NAICS Codes, Titles, and Descriptions

71 ARTS, ENTERTAINMENT, AND RECREATION

The Arts, Entertainment, and Recreation sector includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. This sector comprises: (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure time interests.

Some establishments that provide cultural, entertainment, or recreational facilities and services are classified in other sectors. Excluded from this sector are: (1) establishments that provide both accommodations and recreational facilities, such as hunting and fishing camps and resort and casino hotels, are classified in Subsector 721, Accommodation; (2) restaurants and night clubs that provide live entertainment in addition to the sale of food and beverages are classified in Subsector 722, Food Services and Drinking Places; (3) motion picture theaters, libraries and archives, and publishers of newspapers, magazines, books, periodicals, and computer software are classified in Sector 51, Information; and (4) establishments using transportation equipment to provide recreational and entertainment services, such as those operating sightseeing buses, dinner cruises, or helicopter rides, are classified in Subsector 487, Scenic and Sightseeing Transportation.

711 PERFORMING ARTS, SPECTATOR SPORTS, AND RELATED INDUSTRIES

Industries in the Performing Arts, Spectator Sports, and Related Industries subsector group establishments that produce or organize and promote live presentations involving the performances of actors and actresses, singers, dancers, musical groups and artists, athletes, and other entertainers, including independent (i.e., freelance) entertainers and the establishments that manage their careers. The classification recognizes four basic processes: (1) producing (i.e., presenting) events; (2) organizing, managing, and/or promoting events; (3) managing and representing entertainers; and (4) providing the artistic, creative and technical skills necessary to the production of these live events. Also, this subsector contains four industries for performing arts companies. Each is defined on the basis of the particular skills of the entertainers involved in the presentations.

The industry structure for this subsector makes a clear distinction between performing arts companies and performing artists (i.e., independent or freelance). Although not unique to arts and entertainment, freelancing is a particularly important phenomenon in this Performing Arts, Spectator Sports, and Related Industries subsector. Distinguishing this activity from the production activity is a meaningful process differentiation. This approach, however, is difficult to implement in the case of musical groups (i.e., companies) and artists, especially pop groups. These establishments tend to be more loosely organized, and it can be difficult to distinguish companies from freelancers. For this reason, NAICS includes one industry that covers both musical groups and musical artists.

This subsector contains two industries for Industry Group 7113, Promoters of Performing Arts, Sports, and Similar Events, one for those that operate facilities and another for those that do not. This is because there are significant differences in cost structures between those promoters that manage and provide the staff to operate facilities and those that do not. In addition to promoters without facilities, other industries in this subsector include establishments that may operate without permanent facilities. These types of establishments include: performing arts companies, musical groups and artists, spectator sports, and independent (i.e., freelance) artists, writers, and performers.

Excluded from this subsector are nightclubs. Some nightclubs promote live entertainment on a regular basis, and it can be argued that they could be classified in Industry Group 7113, Promoters of Performing Arts, Sports, and Similar Events. However, since most of these establishments function as any other drinking place when they do not promote entertainment and because most of their revenue is derived from sale of food and beverages, they are classified in Subsector 722, Food Services and Drinking Places.

7111 PERFORMING ARTS COMPANIES

This industry group comprises establishments primarily engaged in producing live presentations involving the performances of actors and actresses, singers, dancers, musical groups and artists, and other performing artists.

71111 THEATER COMPANIES AND DINNER THEATERS

This industry comprises (1) companies, groups, or theaters primarily engaged in producing the following live theatrical presentations: musicals; operas; plays; and comedy, improvisational, mime, and puppet shows and (2) establishments, commonly known as dinner theaters, engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.

711110 THEATER COMPANIES AND DINNER THEATERS

This industry comprises (1) companies, groups, or theaters primarily engaged in producing the following live theatrical presentations: musicals; operas; plays; and comedy, improvisational, mime, and puppet shows and (2) establishments, commonly known as dinner theaters, engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.

7111101 OPERA COMPANIES

Establishments primarily engaged in producing operas.

7111102 THEATER COMPANIES

Establishments primarily engaged in producing live theatrical presentations, such as musicals, plays, and puppet and mime shows. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.

7111103 DINNER THEATERS

Establishments primarily engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises.

71112 DANCE COMPANIES

This industry comprises companies, groups, or theaters primarily engaged in producing all types of live theatrical dance (e.g., ballet, contemporary dance, folk dance) presentations. Dance companies or groups may or may not operate their own theater or other facility for staging their shows.

711120 DANCE COMPANIES

This industry comprises companies, groups, or theaters primarily engaged in producing all types of live theatrical dance (e.g., ballet, contemporary dance, folk dance) presentations. Dance companies or groups may or may not operate their own theater or other facility for staging their shows.

71113 MUSICAL GROUPS AND ARTISTS

This industry comprises (1) groups primarily engaged in producing live musical entertainment (except theatrical musical or opera productions) and (2) independent (i.e., freelance) artists primarily engaged in providing live musical entertainment. Musical groups and artists may perform in front of a live audience or in a studio, and may or may not operate their own facilities for staging their shows.

711130 MUSICAL GROUPS AND ARTISTS

This industry comprises (1) groups primarily engaged in producing live musical entertainment (except theatrical musical or opera productions) and (2) independent (i.e., freelance) artists primarily engaged in providing live musical entertainment. Musical groups and artists may perform in front of a live audience or in a studio, and may or may not operate their own facilities for staging their shows.

7111301 SYMPHONY ORCHESTRAS AND CHAMBER MUSIC ORGANIZATIONS

Establishments primarily engaged in operating symphony orchestra and chamber music organizations. These establishments may or may not operate their own facilities for staging their shows. These establishments are organized to present their musical specialty.

7111309 OTHER MUSIC GROUPS AND ARTISTS

Establishments primarily engaged in providing musical entertainment (except operas, musical theater, symphony orchestras, and chamber music organizations). Musical groups and artists may or may not operate their own facilities for staging their shows. This industry also includes independent or freelance musicians and vocalists.

71119 OTHER PERFORMING ARTS COMPANIES

This industry comprises companies or groups (except theater companies, dance companies, musical groups, and artists) primarily engaged in producing live theatrical presentations.

711190 OTHER PERFORMING ARTS COMPANIES

This industry comprises companies or groups (except theater companies, dance companies, musical groups, and artists) primarily engaged in producing live theatrical presentations.

7111901 CIRCUSES

Establishments primarily engaged in the operation of circuses having acrobatic and/or animal shows and individual circus acts. Side shows are included here.

7111909 OTHER PERFORMING ART COMPANIES (EXCEPT CIRCUSES)

Establishments primarily engaged in producing live performing arts presentations (except theater companies, dance companies, and musical groups and artists).

7112 SPECTATOR SPORTS

This industry comprises (1) sports teams or clubs primarily participating in live sporting events before a paying audience; (2) establishments primarily engaged in operating racetracks; (3) independent athletes engaged in participating in live sporting or racing events before a paying audience; (4) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (5) establishments, such as sports trainers, primarily engaged in providing specialized services to support participants in sports events or competitions. The sports teams and clubs included in this industry may or may not operate their own arena, stadium, or other facility for presenting their games or other spectator sports events.

71121 SPECTATOR SPORTS

This industry comprises (1) sports teams or clubs primarily participating in live sporting events before a paying audience; (2) establishments primarily engaged in operating racetracks; (3) independent athletes engaged in participating in live sporting or racing events before a paying audience; (4) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (5) establishments, such as sports trainers, primarily engaged in providing specialized services to support participants in sports events or competitions. The sports teams and clubs included in this industry may or may not operate their own arena, stadium, or other facility for presenting their games or other spectator sports events.

711211 SPORTS TEAMS AND CLUBS

This industry comprises professional or semiprofessional sports teams or clubs primarily engaged in participating in live sporting events, such as baseball, basketball, football, hockey, soccer, and jai alai games before a paying audience. These establishments may or may not operate their own arena, stadium, or other facility for presenting these events.

7112111 FOOTBALL CLUBS

Establishments primarily engaged in operating professional or semiprofessional football clubs.

7112112 BASEBALL CLUBS

Establishments primarily engaged in operating professional or semiprofessional baseball clubs.

7112119 OTHER PROFESSIONAL SPORTS TEAMS AND CLUBS

Establishments primarily engaged in operating professional or semiprofessional sports clubs (except baseball clubs and football clubs).

711212 RACETRACKS

This industry comprises establishments primarily engaged in operating racetracks. These establishments may also present and/or promote the events, such as auto, dog, and horse races, held in these facilities.

7112121 DOG RACETRACK OPERATION

Establishments primarily engaged in operating dog racetracks and promoting dog racing.

7112122 AUTO RACETRACK OPERATION

Establishments primarily engaged in operating auto racetracks. These establishments may also present and/or promote events.

7112123 HORSE RACETRACK OPERATION

Establishments primarily engaged in operating horse racetracks. These establishments also present and or promote events.

711219 OTHER SPECTATOR SPORTS

This industry comprises (1) independent athletes, such as professional or semiprofessional golfers, boxers, and race car drivers, primarily engaged in participating in live sporting or racing events before a paying audience; (2) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (3) establishments, such as sports trainers, primarily engaged in providing specialized services required to support participants in sports events or competitions.

7112191 PROFESSIONAL ATHLETES

Independent athletes, such as professional or semiprofessional golfers and boxers, engaged in participating in live events and independent sport. Also included are trainers, instructors, and coaches providing specialized services to support participants in sports events or competitions.

7112192 RACING (EXCEPT RACETRACK OPERATION)

Establishments primarily engaged in operating stables, racing teams, or drivers, or in promoting racing other than operators of racetracks.

7113 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS

This industry group includes establishments classified in the following industries: 71131, Promoters of Performing Arts, Sports, and Similar Events with Facilities, and 71132, Promoters of Performing Arts, Sports, and Similar Events without Facilities.

71131 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITH FACILITIES

This industry comprises establishments primarily engaged in (1) organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, held in facilities that they manage and operate and/or (2) managing and providing the staff to operate arenas, stadiums, theaters, or other related facilities for rent to other promoters.

711310 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITH FACILITIES

This industry comprises establishments primarily engaged in (1) organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, held in facilities that they manage and operate and/or (2) managing and providing the staff to operate arenas, stadiums, theaters, or other related facilities for rent to other promoters.

71132 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITHOUT FACILITIES

This industry comprises promoters primarily engaged in organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, in facilities that are managed and operated by others. Theatrical (except motion picture) booking agencies are included in this industry.

711320 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITHOUT FACILITIES

This industry comprises promoters primarily engaged in organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, in facilities that are managed and operated by others. Theatrical (except motion picture) booking agencies are included in this industry.

7114 AGENTS AND MANAGERS FOR ARTISTS, ATHLETES, ENTERTAINERS, AND OTHER PUBLIC FIGURES

This industry comprises establishments of agents and managers primarily engaged in representing and/or managing creative and performing artists, sports figures, entertainers, and other public figures. The representation and management includes activities such as representing clients in contract negotiations; managing or organizing client's financial affairs; and generally promoting the careers of their clients.

71141 AGENTS AND MANAGERS FOR ARTISTS, ATHLETES, ENTERTAINERS, AND OTHER PUBLIC FIGURES

This industry comprises establishments of agents and managers primarily engaged in representing and/or managing creative and performing artists, sports figures, entertainers, and other public figures. The representation and management includes activities such as representing clients in contract negotiations; managing or organizing client's financial affairs; and generally promoting the careers of their clients.

711410 AGENTS AND MANAGERS FOR ARTISTS, ATHLETES, ENTERTAINERS, AND OTHER PUBLIC FIGURES

This industry comprises establishments of agents and managers primarily engaged in representing and/or managing creative and performing artists, sports figures, entertainers, and other public figures. The representation and management includes activities such as representing clients in contract negotiations; managing or organizing client's financial affairs; and generally promoting the careers of their clients.

7115 INDEPENDENT ARTISTS, WRITERS, AND PERFORMERS

This industry comprises independent (i.e., freelance) individuals primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions. This industry also includes athletes and other celebrities exclusively engaged in endorsing products and making speeches or public appearances for which they receive a fee.

71151 INDEPENDENT ARTISTS, WRITERS, AND PERFORMERS

This industry comprises independent (i.e., freelance) individuals primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions. This industry also includes athletes and other celebrities exclusively engaged in endorsing products and making speeches or public appearances for which they receive a fee.

711510 INDEPENDENT ARTISTS, WRITERS, AND PERFORMERS

This industry comprises independent (i.e., freelance) individuals primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions. This industry also includes athletes and other celebrities exclusively engaged in endorsing products and making speeches or public appearances for which they receive a fee.

712 MUSEUMS, HISTORICAL SITES, AND SIMILAR INSTITUTIONS

Industries in the Museums, Historical Sites, and Similar Institutions subsector engage in the preservation and exhibition of objects, sites, and natural wonders of historical, cultural, and/or educational value.

7121 MUSEUMS, HISTORICAL SITES, AND SIMILAR INSTITUTIONS

This industry group includes establishments classified in the following industries: 71211 Museums, 71212 Historical Sites, 71213 Zoos and Botanical Gardens, and 71219 Nature Parks and Other Similar Institutions.

71211 MUSEUMS

This industry comprises establishments primarily engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value.

712110 MUSEUMS

This industry comprises establishments primarily engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value.

71212 HISTORICAL SITES

This industry comprises establishments primarily engaged in the preservation and exhibition of sites, buildings, forts, or communities that describe events or persons of particular historical interest. Archeological sites, battlefields, historical ships, and pioneer villages are included in this industry.

712120 HISTORICAL SITES

This industry comprises establishments primarily engaged in the preservation and exhibition of sites, buildings, forts, or communities that describe events or persons of particular historical interest. Archeological sites, battlefields, historical ships, and pioneer villages are included in this industry.

71213 ZOOS AND BOTANICAL GARDENS

This industry comprises establishments primarily engaged in the preservation and exhibition of live plant and animal life displays.

712130 ZOOS AND BOTANICAL GARDENS

This industry comprises establishments primarily engaged in the preservation and exhibition of live plant and animal life displays.

71219 NATURE PARKS AND OTHER SIMILAR INSTITUTIONS

This industry comprises establishments primarily engaged in the preservation and exhibition of natural areas or settings.

712190 NATURE PARKS AND OTHER SIMILAR INSTITUTIONS

This industry comprises establishments primarily engaged in the preservation and exhibition of natural areas or settings.

713 AMUSEMENT, GAMBLING, AND RECREATION INDUSTRIES

Industries in the Amusement, Gambling, and Recreation Industries subsector (1) operate facilities where patrons can primarily engage in sports, recreation, amusement, or gambling activities and/or (2) provide other amusement and recreation services, such as supplying and servicing amusement devices in places of business operated by others; operating sports teams, clubs, or leagues engaged in playing games for recreational purposes; and guiding tours without using transportation equipment.

This subsector does not cover all establishments providing recreational services. Other sectors of NAICS also provide recreational services. Providers of recreational services are often engaged in processes classified in other sectors of NAICS. For example, operators of resorts and hunting and fishing camps provide both accommodation and recreational facilities and services. These establishments are classified in Subsector 721, Accommodation, partly to reflect the significant costs associated with the provision of accommodation services and partly to ensure consistency with international standards. Likewise, establishments using transportation equipment to provide recreational and entertainment services, such as those operating sightseeing buses, dinner cruises, or helicopter rides, are classified in Subsector 48-49, Transportation and Warehousing.

The industry groups in this subsector highlight particular types of activities: amusement parks and arcades, gambling industries, and other amusement and recreation industries. The groups, however, are not all inclusive of the activity. The Gambling Industries industry group does not provide for full coverage of gambling activities. For example, casino hotels are classified in Subsector 721, Accommodation; and horse and dog racing tracks are classified in Industry Group 7112, Spectator Sports.

7131 AMUSEMENT PARKS AND ARCADES

This industry group comprises establishments primarily engaged in operating amusement parks and amusement arcades and parlors.

71311 AMUSEMENT AND THEME PARKS

This industry comprises establishments, known as amusement or theme parks, primarily engaged in operating a variety of attractions, such as mechanical rides, water rides, games, shows, theme exhibits, refreshment stands, and picnic grounds. These establishments may lease space to others on a concession basis.

713110 AMUSEMENT AND THEME PARKS

This industry comprises establishments, known as amusement or theme parks, primarily engaged in operating a variety of attractions, such as mechanical rides, water rides, games, shows, theme exhibits, refreshment stands, and picnic grounds. These establishments may lease space to others on a concession basis.

7131101 WATERPARKS

Establishments primarily engaged in operating waterparks. Waterparks are amusement parks where most, if not all, of the rides are water in nature.

7131102 AMUSEMENT PARKS (EXCEPT WATERPARKS)

Establishments primarily engaged in operating amusement or theme parks. These establishments offer a variety of attractions, such as mechanical rides, games, shows, theme exhibits, refreshment stands, and picnic grounds. These establishments may lease space to others on a concession basis.

71312 AMUSEMENT ARCADES

This industry comprises establishments primarily engaged in operating amusement (except gambling, billiard, or pool) arcades and parlors.

713120 AMUSEMENT ARCADES

This industry comprises establishments primarily engaged in operating amusement (except gambling, billiard, or pool) arcades and parlors.

7132 GAMBLING INDUSTRIES

This industry group comprises establishments (except casino hotels) primarily engaged in operating gambling facilities, such as casinos, bingo halls, and video gaming terminals, or in the provision of gambling services, such as lotteries and off-track betting. Casino hotels are classified in Industry 72112.

71321 CASINOS (EXCEPT CASINO HOTELS)

This industry comprises establishments primarily engaged in operating gambling facilities that offer table wagering games along with other gambling activities such as slot machines and sports betting. These establishments often provide food and beverage services. Included in this industry are floating casinos (i.e., gambling cruises, riverboat casinos).

713210 CASINOS (EXCEPT CASINO HOTELS)

This industry comprises establishments primarily engaged in operating gambling facilities that offer table wagering games along with other gambling activities such as slot machines and sports betting. These establishments often provide food and beverage services. Included in this industry are floating casinos (i.e., gambling cruises, riverboat casinos).

71329 OTHER GAMBLING INDUSTRIES

This industry comprises establishments primarily engaged in operating gambling facilities (except casinos or casino hotels) or providing gambling services.

713290 OTHER GAMBLING INDUSTRIES

This industry comprises establishments primarily engaged in operating gambling facilities (except casinos or casino hotels) or providing gambling services.

7132901 SLOT MACHINE OPERATORS

Establishments primarily engaged in operating slot machines either in their own or other places of business.

7132902 LOTTERY, BINGO, BOOKIE, AND OTHER BETTING OPERATIONS

Establishments primarily engaged in operating gambling facilities or providing gambling services (except casinos or operators of coin-operated gambling devices), such as bingo games, bookies, lotteries, and off-track betting.

7139 OTHER AMUSEMENT AND RECREATION INDUSTRIES

This industry group includes establishments classified in the following industries: 71391 Golf Courses and Country Clubs, 71392 Skiing Facilities, 71393 Marinas, 71394 Fitness and Recreational Sports Centers, 71395 Bowling Centers, and 71399 All Other Amusement and Recreation Industries.

71391 GOLF COURSES AND COUNTRY CLUBS

This industry comprises (1) establishments primarily engaged in operating golf courses (except miniature) and (2) establishments primarily engaged in operating golf courses, along with dining facilities and other recreational facilities that are known as country clubs. These establishments often provide food and beverage services, equipment rental services, and golf instruction services.

713910 GOLF COURSES AND COUNTRY CLUBS

This industry comprises (1) establishments primarily engaged in operating golf courses (except miniature) and (2) establishments primarily engaged in operating golf courses, along with dining facilities and other recreational facilities that are known as country clubs. These establishments often provide food and beverage services, equipment rental services, and golf instruction services.

71392 SKIING FACILITIES

This industry comprises establishments engaged in (1) operating downhill, cross-country, or related skiing areas and/or (2) operating equipment, such as ski lifts and tows. These establishments often provide food and beverage services, equipment rental services, and ski instruction services. Four season resorts without accommodations are included in this industry.

713920 SKIING FACILITIES

This industry comprises establishments engaged in (1) operating downhill, cross-country, or related skiing areas and/or (2) operating equipment, such as ski lifts and tows. These establishments often provide food and beverage services, equipment rental services, and ski instruction services. Four season resorts without accommodations are included in this industry.

71393 MARINAS

This industry comprises establishments, commonly known as marinas, engaged in operating docking and/or storage facilities for pleasure craft owners, with or without one or more related activities such as retailing fuel and marine supplies; and repairing, maintaining, or renting pleasure boats.

713930 MARINAS

This industry comprises establishments, commonly known as marinas, engaged in operating docking and/or storage facilities for pleasure craft owners, with or without one or more related activities such as retailing fuel and marine supplies; and repairing, maintaining, or renting pleasure boats.

71394 FITNESS AND RECREATIONAL SPORTS CENTERS

This industry comprises establishments primarily engaged in operating fitness and recreational sports facilities featuring exercise and other active physical fitness conditioning or recreational sports activities such as swimming, skating, or racquet sports.

713940 FITNESS AND RECREATIONAL SPORTS CENTERS

This industry comprises establishments primarily engaged in operating fitness and recreational sports facilities featuring exercise and other active physical fitness conditioning or recreational sports activities such as swimming, skating, or racquet sports.

7139404 ICE SKATING RINKS

Establishments primarily engaged in operating ice skating rinks open to the general public.

7139405 ROLLER SKATING RINKS

Establishments primarily engaged in operating roller skating rinks open to the general public.

7139409 OTHER FITNESS AND RECREATIONAL SPORTS CENTERS

Establishments primarily engaged in operating fitness and recreational sports facilities featuring exercise and other active physical fitness conditioning or recreational sports activities, such as swimming, handball, or racquet sports.

71395 BOWLING CENTERS

This industry comprises establishments engaged in operating bowling centers. These establishments often provide food and beverage services.

713950 BOWLING CENTERS

This industry comprises establishments engaged in operating bowling centers. These establishments often provide food and beverage services.

71399 ALL OTHER AMUSEMENT AND RECREATION INDUSTRIES

This industry comprises establishments (except amusement parks and arcades; gambling industries; golf courses and country clubs; skiing facilities; marinas; fitness and recreational sports centers; and bowling centers) primarily engaged in providing recreational and amusement services.

713990 ALL OTHER AMUSEMENT AND RECREATION INDUSTRIES

This industry comprises establishments (except amusement parks and arcades; gambling industries; golf courses and country clubs; skiing facilities; marinas; fitness and recreational sports centers; and bowling centers) primarily engaged in providing recreational and amusement services.

7139901 DANCE HALLS

Establishments primarily engaged in operating dance halls or ballrooms.

7139902 CONCESSION OPERATORS OF AMUSEMENT DEVICES AND RIDES

Establishments primarily engaged in operating attendant-controlled mechanical rides or amusement devices in amusement parks, carnivals, circuses, fairs, or shopping malls.

7139904 MINIATURE GOLF COURSES

Establishments primarily engaged in operating miniature golf courses.

7139905 COIN-OPERATED AMUSEMENT DEVICES (EXCEPT SLOT MACHINE OPERATION)

Establishments primarily engaged in operating coin-operated amusement devices or rides (except gaming devices), such as juke boxes, pinball machines, mechanical games, and similar types of amusement equipment, in places of business operated by others.

7139908 ALL OTHER MISCELLANEOUS AMUSEMENT AND RECREATION SERVICES

Establishments primarily engaged in providing other recreational and amusement services not specifically provided for elsewhere.

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/revenue, 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/revenue of establishments covered in the census. Data on receipts/revenue, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
 - b. All taxable nonemployers, i.e., all firms subject to federal income tax with no paid employees during 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. There were no changes between the 2002 edition and the 1997 edition affecting this sector. Tables at www.census.gov/epcd/naics02/ identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

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

1. Establishments that returned a report form were classified on the basis of their self-designation, product line receipts/revenue, 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.

METHOD OF ASSIGNING TAX STATUS

For kind-of-business classifications where there were substantial numbers of taxable and tax-exempt establishments, establishments were classified based on the federal income tax filing requirement for the establishment or organization. This classification was based primarily on the response to an inquiry on the census report form. Establishments that indicated that all or part of their income was exempt from federal income tax under provisions of section 501 of the Internal Revenue Service (IRS) code were classified as tax-exempt; establishments indicating no such exemption were classified as taxable. All government-operated hospitals were classified as tax-exempt. For establishments without a report form, the tax status classification was based on administrative records of other federal agencies.

For selected kind-of-business classifications that are comprised primarily of tax-exempt establishments, all establishments in those classifications were defined as tax-exempt. All establishments in the remaining kind-of-business classifications (comprised primarily of taxable establishments) were defined as taxable.

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/revenue from administrative records.” This includes receipts/revenue information obtained from administrative records of other federal agencies. The “Percent of receipts/revenue estimated” includes receipts/revenue 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/revenue, payroll, and number of employees, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report form, were available only from establishments responding to those inquiries.

Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for industry-specific inquiries were expanded in direct relationship to total receipts/revenue of all establishments included in the category. In a few cases, expansion on the basis of the receipts/revenue 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/revenue of establishments responding to the industry-specific inquiry as a percent of total receipts/revenue 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.

Appendix D. Geographic Notes

Not applicable for this report.

Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

