

NAPCS Discussion Paper*

**North American Product Classification System:
Concepts and Process of Identifying Service Products**

by

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*** NAPCS Discussion Papers are provided to foster and facilitate professional exchange on matters related to the development and implementation of NAPCS.**

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I. Summary

This paper presents the concepts and processes used to identify final products for the North American Product Classification System (NAPCS), a new classification system initiative that the statistical agencies of Canada, Mexico, and the United States are pursuing. The process the NAPCS group followed and the challenges that they addressed are very similar to those that the price practitioner faces in determining appropriate products for price indexes. The paper includes product lists for Engineering Services and Advertising Services to complement the corresponding Producer Price Index presentations on those industries.

Since February 1999, the statistical agencies of Canada, Mexico, and the United States have engaged in an extensive research project to identify the products of service industries in the three countries. The ultimate objective is to create a comprehensive demand-based, market-oriented product classification system that will complement the supply-oriented industry classification system, the North American Industry Classification System (NAICS) that was introduced in 1997. The product classification system is currently called the North American Product Classification System (NAPCS). To date, we have identified over 1,700 provisional trilateral products for 111 services industries in the four NAICS sectors. In addition, work is underway on product development for a new group of five more NAICS sectors.

While all three countries followed a similar process, the paper is presented from the viewpoint of the United States. Product lists, progress reports and other informational materials can be found at www.census.gov/napcs.

II. North American Product Classification System: An Overview

In February 1999, the statistical agencies of Canada, Mexico, and the United States launched a joint multi-phase initiative (Federal Register Notice, April 16, 1999) to develop a comprehensive demand-orientated product classification system that will complement the new supply-oriented industry classification system introduced in 1997 (North American Industry Classification System (NAICS)). The product classification will be known as the North American Product Classification System or NAPCS. The long-term objective of NAPCS is to develop a market-oriented, or demand-based, classification system for products that

- is not industry-of-origin based but can be linked to the NAICS industry structure,
- is consistent across the three NAICS countries, and
- promotes compatibility with products across other international classification systems, such as the Central Product Classification System of the United Nations.

The Trilateral Steering Committee for Classification incorporated these guidelines into a Statement of Principles for NAPCS that is provided in Attachment A.

In planning the NAPCS initiative, the three countries began with a consensus on the proposition that improved product data for service industries is critical to improving vital economic measures related to the measuring the growth of output, prices, productivity, and trade. In recognition of this fact, the early phases of NAPCS will be directed at identifying, defining, and classifying the products produced by service industries. Accordingly, Phase I, an exploratory phase launched in early 1999, focused on identifying and defining products produced by industries in four NAICS service sectors discussed in section III below.

Part 1 of Phase I (Phase I.1) was completed in December 2000 and produced well defined product lists that cover the final products produced by 86 NAICS service industries. The feasibility of collecting data for the products identified in these lists will be tested in the 2002 Economic Census and in subsequent annual surveys. Part 2 of Phase I (Phase I.2) is targeted for completion in 2002, and it is expected to generate **ten** additional product lists that will cover the final products of an additional 25 industries in these four sectors.

Phase II was launched in July 2001 and is targeted for completion in mid-2003. This Phase will extend the product development work to industries in five additional NAICS service sectors presented in section III below. During this time, the three countries will also investigate alternative prototype demand-side classification frameworks for NAPCS, based on the products compiled under Phase I, to illustrate the practical application of demand-side aggregation principles in organizing a diverse collection of products. Phase III, which is expected to be launched in mid-2003, will seek to complete product development and classification for all NAICS services industries, and it will explore extending the scope of NAPCS to goods producing industries. It is anticipated that the results from Phases I.2, II, and III will be incorporated incrementally into services annual surveys and inclusively into the 2007 Economic Census, in order to test the feasibility of data collection at levels identified in NAPCS.

III. Progress Report on Product Development Under Phase I of NAPCS

Phase I of NAPCS was conceived as an experimental project to research, develop, and refine a process for identifying, defining, and classifying the service products to support a comprehensive data collection program for the products of service industries. The scope of work was confined to products of industries in four selected NAICS services sectors:

- NAICS 51 – Information
- NAICS 52 – Finance and Insurance
- NAICS 54 – Professional, Scientific, and Technical Services
- NAICS 56 – Administrative and Support and Waste Management and Remediation Services.

Subcommittees and three-country working groups were established to conduct the work in each sector, with completion targeted for the end of calendar year 2000. Initially, the intention was to develop product lists that would cover some 161 U.S. industries. As the work proceeded, however, it became apparent that the original menu of work was too much for the available

resources in the time allowed. Subsequently, the Trilateral Steering Committee for Classification modified the work plan for Phase I by reducing the industries covered and dividing the remaining menu of industries into two parts: part 1 (Phase I.1) to be completed by year-end 2000 and part 2 (Phase I.2) to be completed in 2002. With these adjustments, product development under Phase I will account for the products of **111** U.S. industries. As Phase I nears completion, the three countries are in unanimous agreement that this effort has been a major success, due in large part to the extensive participation of experts from industry.

The identity of the U.S. national industries covered by parts 1 and 2 of Phase I is provided in the APPENDIX. All agreements are considered provisional rather than final, as a consequence of the need by each country to field test the feasibility of data collection for the products at levels identified in the lists. In the U.S. this testing will be done through the 2002 and 2007 Economic Censuses and, when feasible, the annual surveys of services industries.

A. Provisional Product Lists

To date, work is completed or in progress for **36** provisional product lists covering 111 NAICS industries. Some product lists are for a single industry while others are for a group of industries that produce a significant number of common products. Attachment B shows a complete list of the titles of the provisional product lists developed during Phase I. The 26 provisional product lists from Phase I.1 are presented in panel A. Panel B shows the **10** product lists expected from Phase I.2. The chart below summarizes the type of information included in each product list.

Column	Item	Description
1	Industry Subject Area	Identifies the NAICS industry code(s) covered by the product list.
2	Working Group Code	Interim product codes assigned by the three-country Working Group to organize the product list.
3	Trilateral Detail	An X for a product identifies the lowest level of product detail that the three countries have provisionally agreed to.
4	English Title	English title for each product and product aggregate.
5	English Definition	English definition for each product and product aggregate.
6-7	Product Exists In	An X signifies that the product exists in the country represented by the column.
9-11	National Product Detail	An X in any these columns signifies that product is one that only one or two countries want to identify separately.
12-14	NAICS Industries Producing the Products	Shows the NAICS codes of the industries provisionally identified (by the country-subcommittee) to be producers of that product.
15	CPC Code	Identifies the product code(s) from the United Nations Central Product Classification (Version 1) that concord to each NAPCS product or product aggregate in the list.

Two examples of provisional product lists are included. Attachment C provides the provisional product list for Engineering Services and Attachment D provides the provisional product list for Advertising Agencies.

B. Provisional Aggregation Structure in Product Lists

The products shown in each product list are presented in the context of a provisional aggregation structure agreed to by the three countries. These structures contain logical groupings of products developed through extensive research by the trilateral working groups and through expansive collaboration with industry experts from the respective countries. In contrast to the final NAPCS structure, the primary purpose of these provisional and industry-oriented aggregation structures is to organize the product list and facilitate agreement on the trilateral levels of product detail shown in each list. However, it must be emphasized that the provisional NAPCS aggregation structures and the associated working group codes shown in these product lists bear no necessary relationship to the final NAPCS structure that will be developed in subsequent phases of this initiative. There are two reasons for this. First, under the final NAPCS structure, common products will carry a common title, definition, and product code across all industries that produce it. In the provisional lists, products were identified by industry and similar products have not yet been unduplicated across industries. The detailed products displayed in the individual lists are presently being examined to identify products common to multiple lists and to establish standardized titles and definitions for those products. Second, the final aggregation structure will group products regardless of industry in a manner that reflects how products are used from a demand-side perspective that will support studies of market share, demand for goods and services, import competition, and similar studies. Over the next year, we will begin to investigate alternative prototype demand-side classification frameworks for NAPCS.

C. NAPCS Testing in the 2002 Economic Census and Annual Surveys

The 2002 Economic Census will be used as a testing platform for the North American Product Classification System (NAPCS) products that have been developed to date. This includes selected coverage of NAICS Sectors 51, Information; 52, Finance and Insurance, 54 Professional, Scientific, and Technical Services; and 56, Administrative and Support and Waste Management and Remediation Services. The collection and publication of products in the 2002 Economic Census is focusing on the detailed products of NAPCS and not necessarily the aggregation structures that have been applied to those detailed products.

In addition to the 2002 Economic Census, where possible, NAPCS detailed products will be tested in the annual surveys beginning with products for the Information Sector and Computer Services for survey year 2001.

IV. Work Plans for Phase II of NAPCS

At its February 2001 meeting, the Trilateral Steering Committee agreed to the provisional work plan for Phase II of NAPCS. The planned scope of work includes complete coverage of the industries in sectors 61, 62, 71, and 72, but only partial coverage of the industries in 48-49. A

list of the industries presently in scope for each Phase II sector is presented in the APPENDIX. The U.S. subcommittees in all three countries began in July 2001. In preparation, the U.S. effort for Phase II was launched with a well attended Kickoff Conference and outreach to industry experts on May 31. In the U.S. Phase II will be accomplished by four simultaneously operating subcommittees:

Subcommittee for NAICS Sector 48 - 49– Transportation and Warehousing

Subcommittee for NAICS Sector 61– Education

Subcommittee for NAICS Sector 62– Health Care and Social Services

Subcommittee for NAICS Sectors 71 & 72– Arts, Entertainment, and Recreation & Accommodation and Food Services

V. NAPCS Process in the U.S.

The Economic Classification Policy Committee (ECPC) of the U.S. recognized at the outset that the process of classifying service products must entail much more than just simple enumeration of the products produced by service industries. Rather, the ECPC intended the NAPCS process to be a comprehensive effort that addresses both the conceptual and the data collection issues necessary to insure that the classification system created for services is conceptually sound, feasible to implement, and satisfies the operational objectives set for it. To help assure that the end product of the U.S. subcommittees satisfies these goals, the ECPC directed them to operate under a mandate that incorporates the following responsibilities:

1. Research the production process for each industry in order to distinguish between the intermediate and final products
2. Identify the final products produced by each industry and develop formal titles and definitions for the identified products
3. Assess the feasibility of measuring and collecting both output and price measures for the identified products in reference to industry record-keeping practices and reporting units
4. Organize the products identified for each sector into an initial grouping framework that groups and aggregates products in a manner that supports the demand-side classification principle adopted by the three countries for NAPCS.¹
5. Identify and incorporate into NAPCS, to the extent possible, the needs of the agencies the members represent.

The ECPC adopted three general principles to guide the overall process of classifying the products produced by industries:

1. An understanding of the production process of the reporting units included in the respective industries is a required first principle for identifying and defining the

¹Responsibility for drafting the overall, final NAPCS hierarchy is beyond the scope of the subcommittee mandate; this task will be undertaken by a trilateral working group composed of members appointed by the ECPC, Statistics Canada, and INEGI in Mexico.

product(s) actually produced for final consumption by those industries.²

2. The aim of the product classification process should be to identify, define, and classify the final products produced and transacted by the reporting units within each industry. The final products of reporting units in an industry are those that are created and transacted (sold or transferred) by the reporting units to economic entities outside of the individual reporting units.
3. The classification of products produced by industries should be based on a market-oriented, or demand-based, conceptual framework.³

Identifying the final products of each industry is the first step in developing a product classification system. Recognizing that this step can be difficult for many service industries, the ECPC directs the U.S. product subcommittees to formulate proposals for the products of a given service industry in the context of the following definitions and guidelines.

- **Conceptual Definition of a Service Product:** A service is a change in the condition of a person, or a good belonging to some economic entity, brought about as the result of the activity of some other economic entity, with the approval of the first person or economic entity.⁴
To correctly define the product(s) of a service industry it is essential to specify exactly what the producer agrees to sell and what the customer agrees to buy. That is, a determination must be made of what is implicitly or explicitly “contracted for” when a transaction takes place. Further, it is important to distinguish between the output the industry produces and the activities carried out by the industry to produce the output.⁵
- **Final Service Product:** The final products of reporting units in an industry are the service products (simple, composite, or bundle) that are created and transacted (sold or transferred) by the reporting units to other reporting units, enterprises, institutions or persons; domestic or international.
- **Types of Service Products:** The final service products may include one or more of the following broad types:⁶

²The ECPC recognized the dual importance of this principle for classifying both service industries and the products produced by such industries early on; see Economic Classification Policy Committee [1993a], Section 6.5.

³This classification principle was first established in several papers by Triplett [1990, 1994a, and 1994b]; see also Economic Classification Policy Committee [1993b]. Triplett says of a product grouping system, “It should incorporate, and facilitate the analysis of, the relationships among products -- demand relations, substitution relations, marketing relationships, uses by consumers or by other ultimate purchasers.

⁴See Hill [1977, p.318].

⁵See Sherwood [1997, p.3].

⁶These service product types were suggested by Chadeau [1997, p.2].

(a) simple service: a standard service whose real output can often be measured in physical units or counts; e.g., a traditional haircut or basic phone service.

(b) composite service: a product that embodies several distinct services that are produced together (by virtue of regulations, production process, safety or hygiene requirements, or industry practice). The customer is not free to pick and choose among the several services in the composite -- the consumer buys all or none; e.g., a conventional hotel room rental includes maid service, salon haircuts include shampooing, or the final product (diagnosis or course of treatment) created by a doctor's office visit may embody a variety of required diagnostic services.

(c) service bundle: a product containing a collection of services negotiated between the service provider and the customer and whose composition may vary by customer; e.g., traditional phone service plus call waiting and/or caller ID, etc., a bundle of information services that can be transmitted through a common medium (cable, satellite) and that may include voice, data and/or visual services, etc., or different bundles of janitorial services, or legal services, or accounting services, etc.

- **Product Detail:** Identify and define products for your selected industry at a level of detail that accords with prevailing marketing practices and record keeping practices in the industry.

Outreach Program: The ECPC realized that the NAPCS subcommittees will have to undertake a considerable learning process in many industries in order to address and resolve the conceptual issues related to: (1) identifying and defining the final service products produced and (2) determining the most appropriate/feasible unit for measuring/collecting the output and price data for those service products. Accordingly, the ECPC strongly requires that the subcommittees implement their mandate in consultation with industry experts from business and academia. The ECPC has adopted this strategy because it believes that the unique perspective and insights so obtained will serve to expedite the learning process of the committees and to improve the quality and usefulness of the final product obtained from the process. In support of this intention, the subcommittees are directed to research and recruit industry experts from the business community and/or academia.

The remainder of this section describes the specifics of the process under which the U.S. subcommittees operate. This material is a slightly edited version of the **Operational Guidelines for NAPCS Subcommittees** that has been recently provided to all U.S. product subcommittees.

A. Process Overview

1. Industry Expert Outreach Efforts - Subcommittee identifies experts for given NAICS industry and conducts outreach to obtain their input.
2. Industry Research - Subcommittee researches industry and prepares industry product report to inform and guide the product development work for the industry. Research objectives are to identify and define the final products of an industry as well as issues related to the measurement and collection of data for those products. Intermediate products of industry

reporting units are not included in NAPCS.

3. Formal Product Proposal – Subcommittee develops draft product proposal covering the NAICS industry (or other agreed-upon NAICS subject area: sector, subsector, or industry group) in preparation for scheduled three-country working group meeting.
4. ECPC Review – ECPC reviews (whenever possible) draft product proposals and establishes official U.S. positions for 3-country working group meetings/negotiations. The ECPC position may subsequently be revised pursuant to negotiations at the 3-country working group meeting.
5. Trilateral Working Group Meeting – The 3-country working group meeting is held and areas of agreement and disagreement are carefully documented in a meeting report.
6. Trilateral Steering Committee Meeting – After the trilateral working group meeting, the subcommittee prepares a progress report for the ECPC that defines areas of agreement and disagreement. The ECPC and/or Steering Committee discuss and attempt to resolve issues highlighted in the report and provide guidance for further discussions at the working group level.
7. Final Trilateral Agreement - Steps 3 through 6 are repeated until a Trilateral Agreement is achieved. A Final Trilateral Product List is developed by the trilateral working group and submitted to the NAPCS database.

B. Process Stages

1. Industry Expert Outreach Efforts

Outreach efforts include establishing contact with and seeking the participation of relevant industry trade associations and industry experts at firms, academia, and other government agencies. A standard “Outreach Package” is to be circulated to all new contacts.

This package includes a cover letter and an “Industry Expert Guide” document. The Industry Expert Guide document discusses the role of the industry expert in the NAPCS process, the importance of a “working knowledge” of the industries producing the products for our work, and the value of the information provided by industry experts. It also contains a series of questions designed to direct the industry expert toward providing the most useful information to the subcommittee for the purpose of identifying and defining the significant, collectible final products of the industry.

Industry experts may be willing to work closely with the subcommittee, including meeting with the subcommittee to provide industry and product discussions and, if useful, attending a three-country working group meeting. Alternatively, an industry expert may be unable or unwilling to meet in person with the subcommittee, but willing to assist in other ways. Other forms of

assistance may include: providing a written response to the questions articulated in the Industry Expert Guide document; reviewing and commenting on draft product proposals; providing industry or firm materials such as product descriptions or price lists; providing specific information on selected questions or issues; and providing additional industry contacts.

Identifying Industry Experts

Trade associations are a particularly fertile source of information and assistance. During our experience in Phase I, these institutions assisted the subcommittees in a variety of ways: (1) contacting their members to review and comment on draft product lists; (2) conducting special surveys of products produced by industry/association members; (3) providing product information from existing surveys of members; and (4) providing industry materials to aid product identification and definition.

All of these methods of participation may be of great assistance to the subcommittee and should be encouraged and valued. In addition, developing a variety of industry experts for each area of work is useful. For example, you may want to get comments on a product list from both small and large firms, requiring collaboration with industry experts from various backgrounds.

Resources for locating industry experts include:

- Contacts mailing list compiled by Census for launching Phase II of NAPCS and available from the NAPCS Coordinator.
- The National Trade and Professional Associations of the United States (NTPA) volume contains contact information for trade associations.
- Trade Association contacts may provide industry expert names and in some instances contact the industry expert for you and request their support of NAPCS.
- Member lists of trade associations can be used to locate industry experts at firms.
- Web searches for firms in a particular industry can provide firm names and contact information (Census Bureau staff have access to a very useful Web site, Hoover's Online database at www.HOOVERS.com). A firm may have a "government liaison" office willing to meet with the subcommittee or to further direct you to an appropriate individual within the firm.
- Government agencies may have staff with expertise on particular industries that are willing to work with the subcommittee. In some instances, these individuals may also have private market experience, or provide valuable technical expertise in understanding and defining products.
- Universities, community colleges, and trade schools may have staff who are willing and

able to provide assistance in understanding products for a particular industry.

- The local Yellow Pages can provide a list of local firms that can be contacted by phone for additional information, or asked to provide expertise by meeting with the subcommittee.

Industry Expert Discussions

- Subcommittee should strive to arrange for an in-person meeting with industry experts (preferably with subcommittee; otherwise a lead member). Where in-person exchange is not possible, other methods of collaboration (phone conferencing, personal phone contacts, written correspondence by mail or E-mail) should be used.
- Subcommittee/industry lead member meets with and discusses with experts the following topics:
 - 1) Industry production process,
 - 2) Identities and definitions of final products,
 - 3) Feasibility of collecting nominal output and price measures for identified final products,
 - 4) Appropriate unit for measuring nominal output of final products (if relevant), and
 - 5) Appropriate reporting unit for collection product data.
- Meetings with industry experts should be recorded and, where possible, include teleconference arrangements with Canada and Mexico.
- Subcommittee reviews proposals/responses received in writing from experts.
- Subcommittee updates the industry product list to reflect input received from experts and is responsible for following-up with experts on remaining issues.
- The subcommittee will continue to work in an iterative process with industry experts to clarify issues and obtain further information as needed.

2. Industry Research

- The subcommittee researches the industry and drafts (whenever time permits) an initial *Industry Product Report* to inform and direct the initial research activities of the subcommittee. It is suggested that an industry lead-person be designated to expedite/coordinate this research.
- Topics covered in the industry product report should include the following:
 - (1) industry production process,

- (2) titles and definitions of final products (a first draft),
 - (3) feasibility of collecting nominal output and price measures for identified final products, and identify other measurement issues,
 - (4) appropriate unit (gross output or gross margin) for measuring nominal output of final products (if relevant), and/or
 - (5) appropriate reporting unit for collecting product data.
- This report is circulated to all subcommittee members **prior to meeting with industry experts for discussions**. Subsequently, the lead member will, if possible, update the report to include additional informational gathered from experts and research findings.
 - When complete, the industry product report is shared with Canada and Mexico.

3. Preparing Formal Product Proposal

The subcommittee meets to review updated industry product list and formulate a position regarding:

- 1) Final products produced by the industry, and
- 2) Final formal titles and definitions for identified final products.

Provisional subcommittee decisions on products and product definitions are subject to a vote by “voting committee members” only in a closed, voting members meeting. In some instances, decisions may be unanimous and not require a vote count. Voting committee members on the committee from U.S. government agencies.

Provisional subcommittee decisions are incorporated into the U.S. draft product list. This revised list is then added to the Working Draft section of the Master Template in preparation for an upcoming 3-country working group meeting.

The Master Template includes a Working Draft section, which shows each country's proposed products for a particular industry placed in consecutive columns, and a Trilateral Product Agreement section. Within the Working Draft section, similar products across the three countries may be matched up within the same row of the Master Template, and different but related products placed in preceding or following rows. This preliminary matching of similar and related products saves time during the working group meeting and aids in the discussion of the products.

If time permits, the provisional US product list (or, if useful, the full Working Draft section of the Master Template) is re-circulated for additional comment by industry experts. The subcommittee reviews the comments of the experts and, where appropriate, incorporates them into the U.S. product list and definitions.

The resulting U.S. product list, including product titles and formal definitions, is then

forwarded to the ECPC for review and approval, if requested. The ECPC-approved proposal is the U.S. position that will be discussed and negotiated in the subsequent 3-country working-group meeting.

4. ECPC Review

The ECPC reviews draft product proposals and monitors work of sub-committees on an ongoing basis. The ECPC establishes the official U.S. positions for 3-country working group meetings and negotiations.

5. Trilateral Working Group Meeting

Following the three-country agreed upon schedule, Trilateral Working Group meetings are held to share research, discuss draft product list for each industry or higher-level NAICS aggregate (depending on the selected working level).

Preparation for a trilateral working group meeting includes, at a minimum, development of a U.S. draft product list that includes proposed product titles and formal definitions.

When it becomes possible, logical groupings of related products should be incorporated into the draft product list. The appropriate time for introducing this activity into the process may vary according to circumstances related to the level of knowledge and the body of information the subcommittee has in a particular industry area. However, it is generally anticipated that a bottom-up approach (first identify products and then the aggregation structure) rather than a top-down approach (first identify major aggregates and then the products within each aggregate) will be the best initial strategy in most situations. Thereafter, a combination of the two approaches may be useful in developing the final 3-country product grouping structure for the industry area.

Preferably, if time permits, lead industry members from all three countries should collaborate to update the working draft section of the master template prior to the meeting of the Trilateral Steering Committee.

As agreement is reached on the trilateral products, these products are documented in the appropriate columns of the Trilateral Product Agreement section of the Master Template. When negotiations are completed, the Working Draft section is deleted from the spreadsheet, and the additional columns of information are completed for each final product in the Trilateral Product Agreement section of the spreadsheet.

The “comment” columns of the Master Template are very useful and care should be taken to document all decisions, outstanding issues, agreements, and requests for guidance from the ECPC and Trilateral Steering Committee.

6. Trilateral Steering Committee Meeting

After the 3-country working-group meeting, the subcommittee prepares a progress report for the ECPC that defines the areas of agreement and disagreement with Canada and Mexico. This document will be used to prepare for and guide any discussion and negotiation that occurs at the next scheduled 3-country Steering Committee meeting.

7. Final Trilateral Agreement

Achieving final agreement on a product list for a given industry area will likely require multiple working group/steering committee meetings. To expedite the process and minimize its cost, the 3-country subcommittees should strive to settle issues and unfinished business via E-mail and phone correspondence prior to and after working group meetings.

Final Trilateral Agreement occurs once the working group and/or Trilateral Steering Committee reach agreement on the product titles and definitions (in English and Spanish), and product grouping structure for a given NAICS industry (or higher-level NAICS aggregate). At this time, the three-country working group members will jointly amend/augment the Trilateral Agreement section of the Master Template to fully document the agreement.

C. Subcommittee Reference List

The documents listed below are support documents provide to U.S. product subcommittees.

1. Mohr M.F. [1998], "Developing a Classification System for Products Produced by Service Industries: Issues and Insights," Discussion Paper, NAPCS Web Page, December. (Background and concept paper for U.S. initiative to identify and classify products of service industries)
2. Economic Classification Policy Committee [1999], "Initiative to Create a Product Classification System, Phase I: Exploratory Effort to Classify Service Products," **Federal Register**, 64(73), April 16, pp. 18984-89. (Federal Register notice announcing NAPCS)
3. Guidelines for Preparing Industry Product Report
4. Sample Industry Product Report
5. Master Template for Recording and Documenting 3-Country Product Development Work and Trilateral Product Agreements.
6. Instructions for Completing Master Template
7. Outreach Package for Recruiting Industry Experts
8. Guidelines for Grouping Products in Industry Product List
9. Sample Trilateral Product Agreement Table

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**Three-Country Statement of Principles for
the North American Product Classification System (NAPCS)
(Adopted May 4, 1999)**

Statistics Canada, Mexico's Instituto Nacional de Estadística, Geografía e Informática (INEGI), and the Economic Classification Policy Committee (ECPC) of the United States, acting on behalf of the Office of Management and Budget, have agreed that a common product classification system for the three North American countries is needed and should be put in place. They have further agreed that the new North American Product Classification System (NAPCS) should conform to the following principles:

1. The statistical agencies of the three countries acknowledge that market-oriented, or demand-based, economic data are required for many purposes, including studies of market shares and the demand for goods and services domestically consumed and internationally traded. Therefore, the three countries agree that the new North American Product Classification System should be based on a demand-based conceptual framework. A product classification system erected on a market-oriented or demand-based conceptual framework will assure maximum usefulness of product statistics for these and similar purposes.
2. The NAPCS will be a system for classifying all products produced by NAICS industries. However, the NAPCS structure will be independent of the NAICS structure since each of these classification systems provides different perspectives and jointly enhance the analytical potential of the resulting data.
3. The statistical agencies of the three countries agree to give special attention to identifying products and developing demand-based classifications that encompass: (a) service products in general; (b) new products; and (c) advanced technology products. For all products, statistical agencies will actively seek out industry expertise in all three countries, in order to generate the information required to identify products that can be defined, measured and for which prices can be established in accordance with the agreed upon demand-based economic concept.
4. In the interest of a wider range of international comparisons, the three countries agree to strive for compatibility between the detailed products of the North American Product Classification System and the most detailed level of the Central Product Classification (CPC), version 1.0, to the extent appropriate within a demand-based conceptual framework.
5. Phase I of the development initiative will result in a detailed list of products derived from four NAICS areas: Information (Sector 51); Finance (Subsectors 521, 522, 523, and 525); Professional, Scientific and Technical Services (Sector 54); and Administrative and Support and Waste Management and Remediation Services (Sector 56). The statistical agencies agree to complete Phase I during 2000. Subsequently, if Phase I is successful, it is expected that the three countries will commit to extending NAPCS to the full range of products classified within a demand-based framework by 2007.

Product List Development Under Phase I of NAPCS

A. Provisional Product Lists Developed Under Phase I.1

1. Provisional Product List for NAICS 511110: Newspaper Publishers
2. Provisional Product List for NAICS 511120: Periodical Publishers
3. Provisional Product List for NAICS 511130: Book Publishers
4. Provisional Product List for NAICS 511140: Directory and Mailing List Publishers
5. Provisional Product List for NAICS 511210, 518111, 518112, 518210, and 54151: Software Publishers, ISPSs, Web Search Portals, Data Processing, Hosting, and Related Services, and Computer Design and Related Services
6. Provisional Product List for NAICS 515 & 5175: Broadcasting (ex. Internet) & Cable and Other Program Distribution
7. Provisional Product List for NAICS 517 ex. 5175: Telecommunications ex. Cable and Other Program Distribution
8. Provisional Product List for NAICS 52: Finance and Insurance
9. Provisional Product List for NAICS 5412: Accounting, Tax Preparation, Bookkeeping, and Payroll Services
10. Provisional Product List for NAICS 541310 & 541320: Architectural Services & Landscape Architectural Services
11. Provisional Product List for NAICS 541330: Engineering Services
12. Provisional Product List for NAICS 541340: Drafting Services
13. Provisional Product List for NAICS 541350: Building Inspection Services
14. Provisional Product List for NAICS 541360: Geophysical Surveying and Mapping Services
15. Provisional Product List for NAICS 541370: Surveying and Mapping (except Geophysical) Services
16. Provisional Product List for NAICS 541810: Advertising Agencies
17. Provisional Product List for NAICS 541820: Public Relations Agencies
18. Provisional Product List for NAICS 541830: Media Buying Agencies
19. Provisional Product List for NAICS 541840: Media Representatives
20. Provisional Product List for NAICS 541850: Display Advertising
21. Provisional Product List for NAICS 541860: Direct Mail Advertising
22. Provisional Product List for NAICS 541870: Advertising Material Distribution
23. Provisional Product List for NAICS 541890: Other Services Related to Advertising
24. Provisional Product List for NAICS 5613: Employment Services
25. Provisional Product List for NAICS 5615: Travel Arrangement and Reservation Services
26. Provisional Product List for NAICS 562: Waste Management and Remediation Services

B. Provisional Product Lists Under Development from Phase I.2

1. Provisional Product List for NAICS 512110 and 512120: Motion Picture and Video Production and Motion Picture and Video Distribution
2. Provisional Product List for NAICS 51213: Motion Picture and Video Exhibition
3. Provisional Product List for NAICS 51219: Postproduction Services and Other Motion Picture and Video Industries
4. Provisional Product List for NAICS 512210, 512220, and 512230: Record Production, Integrated Record Production/Distribution, and Music Publishers.
5. Provisional Product List for NAICS 512240 and 512290: Sound Recording Studios and Other Sound Recording Industries
6. Provisional Product List for NAICS 516110: Internet Publishing and Broadcasting
7. Provisional Product List for NAICS 541380: Testing Laboratories
8. Provisional Product List for NAICS 54161: Management Consulting Services
9. Provisional Product List for NAICS 541620: Environmental Consulting Services
10. Provisional Product List for NAICS 5417: Scientific Research and Development Services

Appendix

**Development of the NAPCS:
U.S. Industry Coverage
Under
Phase I and Phase II**

U.S. Industries Covered Under Phase I of NAPCS
(Industries Arranged by NAICS Subsectors, and Industry Groups)
(Based on NAICS 2002)
(* indicates industries covered under Phase I.2)

Sector 51

51 Information

511 Publishing Industries (except Internet)

5111 Newspaper, Periodical, Book, and Directory Publishers

51111 Newspaper Publishers
51112 Periodical Publishers
51113 Book Publishers
51114 Directory and Mailing List Publishers

5112 Software Publishers

51121 Software Publishers

512 Motion Picture & Sound Recording Industries

5121 Motion Picture & Video Industries*

51211 Motion Picture & Video Production*
51213 Motion Picture & Video Exhibition*
512131 Motion Picture & Theaters (Except Drive-Ins)*
512132 Drive-In Motion Picture Theaters*
51219 Post Production Services and Other Motion Picture and Video Services*
512191 Teleproduction and Other Postproduction Services*
512199 Other Motion Picture and Video Industries*

5122 Sound Recording Industries*

51221 Record Production*
51222 Integrated Record Production/Distribution*
51223 Music Publishers*
51224 Sound Recording Studios*
51229 Other Sound Recording Industries*

515 Broadcasting (except Internet)

5151 Radio & Television Broadcasting

51511 Radio Broadcasting
515111 Radio Networks
515112 Radio Stations
51512 Television Broadcasting

5152 Cable and Other Subscription Programming

51521 Cable and Other Subscription Programming

516 Internet Publishing and Broadcasting*

5161 Internet Publishing and Broadcasting*
51611 Internet Publishing and Broadcasting*

517 Telecommunications

5171 Wired Telecommunications Carriers
51711 Wired Telecommunications Carriers

5172 Wireless Telecommunications Carriers
51721 Wireless Telecom Carriers (exc Satellite)
517211 Paging
517212 Cellular & Other Wireless Telecommunications

5173 Telecommunications resellers
51731 Telecommunications Resellers

5174 Satellite Telecommunications
51741 Satellite Telecommunications

5175 Cable and Other Program Distribution
51751 Cable and Other Program Distribution

5179 Other Telecommunications
51791 Other Telecommunications

518 Internet Service Providers, Web Search Portals, and Data Processing services

5181 Internet Service Providers and Web Search Portals
51811 Internet Service Providers and Web Search Portals
518111 Internet service Providers
518112 Web Search Portals

5182 Data Processing, Hosting, and Related Services
51821 Data Processing, Hosting, and Related Services

U.S. Industries Covered Under Phase I of NAPCS
(Industries Arranged by NAICS Subsectors and Industry Groups)
(*indicates industries covered under Phase I.2)

Sector 52

52 FINANCE & INSURANCE

521 Monetary Authorities - Central Bank

5211 Monetary Authorities - Central Bank
52111 Monetary Authorities - Central Bank

522 Credit Intermediation & Related Activities

5221 Depository Credit Intermediation

52211 Commercial Banking
52212 Savings Institutions
52213 Credit Unions
52219 Other Depository Credit Intermediation

5222 Nondepository Credit Intermediation

52221 Credit Card Issuing
52222 Sales Financing
52229 Other Nondepository Credit Intermediation
522291 Consumer Lending
522292 Real Estate Credit
522293 International Trade Financing
522294 Secondary Market Financing
522298 All Other Nondepository Credit Intermediation

5223 Activities Related to Credit Intermediation

52231 Mortgage & Nonmortgage Brokers
52232 Financial Transactions Processing, Reserve, & Clearinghouse Activities
52239 Other Activities Related to Credit Intermediation

523 Securities, Commodity Contracts & Other Financial Investments & Related Activities

5231 Securities & Commodity Contracts Intermediation & Brokerage

52311 Investment Banking & Securities Dealing
52312 Securities Brokerage
52313 Commodity Contracts Dealing
52314 Commodity Contracts Brokerage

5232 Securities & Commodity Exchanges

52321 Securities & Commodity Exchanges

5239 Other Financial Investment Activities

52391 Miscellaneous Intermediation
52392 Portfolio Management
52393 Investment Advice
52399 All Other Financial Investment Activities
523991 Trust, Fiduciary & Custody Activities
523999 Miscellaneous Financial Investment Activities

524 Insurance Carrier and Related Products*

5241 Insurance Carriers*

- 52411 Direct Life, Health, and Medical Insurance*
- 524113 Direct Life Insurance Carriers*
- 524114 Direct Health and Medical Insurance Carriers*
- 52412 Direct Insurance (except Life, Health, and Medical) Carriers*
- 524126 Direct Property and Casualty Insurance Carriers*
- 524127 Direct Title Insurance Carriers*
- 524128 Other Direct Insurance (except Life, Health, and Medical Carriers)*
- 52413 Reinsurance Carriers*

5242 Agencies, Brokerages, and Other Insurance Related Activities*

- 52421 Insurance Agencies and Brokerages*
- 52429 Other Insurance Related Activities*
- 524291 Claims Adjusting*
- 524292 Third Party Administration of Insurance and Pension Funds*
- 524298 All Other Insurance Related Activities*

**U.S. Industries Covered Under Phase I of NAPCS
(Industries Arranged by NAICS Subsectors and Industry Groups)
(*indicates industries covered under Phase I.2)**

Sector 54

54 PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES

541 Professional, Scientific & Technical Services

5412 Accounting, Tax Preparation, Bookkeeping & Payroll Services

54121 Accounting, Tax Preparation, Bookkeeping & Payroll Services
541211 Offices of Certified Public Accountants
541213 Tax Preparation Services
541214 Payroll Services
541219 Other Accounting Services

5413 Architectural, Engineering & Related Services

54131 Architectural Services
54132 Landscape Architectural Services
54133 Engineering Services
54134 Drafting Services
54135 Building Inspection Services
54136 Geophysical Surveying & Mapping Services
54137 Surveying & Mapping (except Geophysical) Services
54138 Testing Laboratories*

5415 Computer Systems Design & Related Services

54151 Computer Systems Design & Related Services
541511 Custom Computer Programming Services
541512 Computer Systems Design Services
541513 Computer Facilities Management Services
541519 Other Computer Related Services

5416 Management, Scientific, & Technical Consulting Services*

54161 Management Consulting Services*
541611 Administrative Management & General Management Consulting Services*
541612 Human Resources & Executive Search Consulting Services*
541613 Marketing Consulting Services*
541614 Process, Physical Distribution & Logistics Consulting Services*
541618 Other Management Consulting Services*
54162 Environmental Consulting Services*
54169 Other Scientific & Technical Consulting Services*

5417 Scientific Research & Development Services*

54171 Research & Development in the Physical, Engineering & Life Sciences*
54172 Research & Development in the Social Sciences & Humanities*

5418	Advertising & Related Services
54181	Advertising Agencies
54182	Public Relations Agencies
54183	Media Buying Agencies
54184	Media Representatives
54185	Display Advertising
54186	Direct Mail Advertising
54187	Advertising Material Distribution Services
54189	Other Services Related to Advertising

**U.S. Industries Covered Under Phase I of NAPCS
(Industries Arranged by NAICS Subsectors and Industry Groups)**

Sector 56

**56 ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND
REMEDICATION SERVICES**

561 Administrative & Support Services

5613 Employment Services

56131 Employment Placement Agencies

56132 Temporary Help Services

56133 Employee Leasing Services

5615 Travel Arrangement & Reservation Services

56151 Travel Agencies

56152 Tour Operators

56159 Other Travel Arrangement & Reservation Services

561591 Convention and Visitors Bureaus

561599 All Other Travel Arrange & Reservation Services

562 Waste Management & Remediation Services

5621 Waste Collection

56211 Waste Collection

562111 Solid Waste Collection

562112 Hazardous Waste Collection

562119 Other Waste Collection

5622 Waste Treatment & Disposal

56221 Waste Treatment & Disposal

562211 Hazardous Waste Treatment & Disposal

562212 Solid Waste Landfill

562213 Solid Waste Combustors & Incinerators

562219 Other Nonhazardous Waste Treatment & Disposal

5629 Remediation & Other Waste Management Services

56291 Remediation Services

56292 Materials Recovery Facilities

56299 All Other Waste Management Services

562991 Septic Tank & Related Services

562998 All Other Miscellaneous Waste Management Services

**U.S. Industries Covered under Phase II of NAPCS:
(Industries Arranged by NAICS Subsectors and Industry Groups)**

Sector 48-49

48 - 49 TRANSPORTATION AND WAREHOUSING

481 Air Transportation

4811 Scheduled Air Transportation

- 48111 Scheduled Air Transportation
- 481111 Scheduled Passenger Air Transportation
- 481112 Scheduled Freight Air Transportation

482 Rail Transportation

4821 Rail Transportation

- 48211 Rail Transportation
- pt.482111 Line-Haul Railroads, passenger transportation

484 Truck Transportation

4841 General Freight Trucking

- 48411 General Freight Trucking, Local
- 48412 General Freight Trucking, Long-Distance
- 484121 General Freight Trucking, Long-Distance, Truckload
- 484122 General Freight Trucking, Long-Distance, Less Than Truckload

4842 Specialized Freight Trucking

- 48421 Used Household and Office Goods Moving
- 48422 Specialized Freight (except Used Goods) Trucking, Local
- 48423 Specialized Freight (except Used Goods) Trucking, Long-Distance

485 Transit and Ground Passenger Transportation

4852 Interurban and Rural Bus Transportation

- 48521 Interurban and Rural Bus Transportation

4855 Charter Bus Industry

- 48551 Charter Bus Industry

487 Scenic and Sightseeing Transportation

4871 Scenic and Sightseeing Transportation, Land

- 48711 Scenic and Sightseeing Transportation, Land

4872 Scenic and Sightseeing Transportation, Water

- 48721 Scenic and Sightseeing Transportation, Water

4879 Scenic and Sightseeing Transportation, Other

- 48799 Scenic and Sightseeing Transportation, Other

492 Couriers and Messengers

4921 Couriers

49211 Couriers

4922 Local Messengers and Local Delivery

49221 Local Messengers and Local Delivery

493 Warehousing and Storage

4931 Warehousing and Storage

49311 General Warehousing and Storage

49312 Refrigerated Warehousing and Storage

49313 Farm Product Warehousing and Storage

49319 Other Warehousing and Storage

**U.S. Industries Covered under Phase II of NAPCS
(Industries Arranged by NAICS Subsectors and Industry Groups)**

Sector 61

61 EDUCATIONAL SERVICES

611 Educational Services

6112 Junior Colleges
61121 Junior Colleges

6113 Colleges, Universities, and Professional Schools
61131 Colleges, Universities, and Professional Schools

6114 Business Schools and Computer and Management Training
61141 Business and Secretarial Schools
61142 Computer Training
61143 Professional and Management Development Training

6115 Technical and Trade Schools
61151 Technical and Trade Schools
611511 Cosmetology and Barber Schools
611512 Flight Training
611513 Apprenticeship Training
611519 Other Technical and Trade Schools

6116 Other Schools and Instruction
61161 Fine Arts Schools
61162 Sports and Recreation Instruction
61163 Language Schools
61169 All Other Schools and Instruction
611691 Exam Preparation and Tutoring
611692 Automobile Driving Schools
611699 All Other Miscellaneous Schools and Instruction

6117 Educational Support Services
61171 Educational Support Services

**U.S. Industries Covered under Phase II of NAPCS:
(Industries Arranged by NAICS Subsectors and Industry Groups)**

Sector 62

62 HEALTH CARE AND SOCIAL ASSISTANCE

621 Ambulatory Health Care Services

6211 Offices of Physicians

- 62111 Offices of Physicians
- 621111 Offices of Physicians (except Mental Health Specialists)
- 621112 Offices of Physicians, Mental Health Specialists

6212 Offices of Dentists

- 62121 Offices of Dentists

6213 Offices of Other Health Practitioners

- 62131 Offices of Chiropractors
- 62132 Offices of Optometrists
- 62133 Offices of Mental Health Practitioners (except Physicians)
- 62134 Offices of Physical, Occupational and Speech Therapists, and Audiologists
- 62139 Offices of All Other Health Practitioners
- 621391 Offices of Podiatrists
- 621399 Offices of All Other Miscellaneous Health Practitioners

6214 Outpatient Care Centers

- 62141 Family Planning Centers
- 62142 Outpatient Mental Health and Substance Abuse Centers
- 62149 Other Outpatient Care Centers
- 621491 HMO Medical Centers
- 621492 Kidney Dialysis Centers
- 621493 Freestanding Ambulatory Surgical and Emergency Centers
- 621498 All Other Outpatient Care Centers

6215 Medical and Diagnostic Laboratories

- 62151 Medical and Diagnostic Laboratories
- 621511 Medical Laboratories
- 621512 Diagnostic Imaging Centers

6216 Home Health Care Services

- 62161 Home Health Care Services

6219 Other Ambulatory Health Care Services

- 62191 Ambulance Services
- 62199 All Other Ambulatory Health Care Services
- 621991 Blood and Organ Banks
- 621999 All Other Miscellaneous Ambulatory Health Care Services

622 Hospitals

6221 General Medical and Surgical Hospitals

62211 General Medical and Surgical Hospitals

6222 Psychiatric and Substance Abuse Hospitals

62221 Psychiatric and Substance Abuse Hospitals

6223 Specialty (except Psychiatric and Substance Abuse) Hospitals

62231 Specialty (except Psychiatric and Substance Abuse) Hospitals

623 Nursing and Residential Care Facilities

6231 Nursing Care Facilities

62311 Nursing Care Facilities

6232 Residential Mental Retardation, Mental Health and Substance Abuse Facilities

62321 Residential Mental Retardation Facilities

62322 Residential Mental Health and Substance Abuse Facilities

6233 Community Care Facilities for the Elderly

62331 Community Care Facilities for the Elderly

623311 Continuing Care Retirement Communities

623312 Homes for the Elderly

6239 Other Residential Care Facilities

62399 Other Residential Care Facilities

624 Social Assistance

6241 Individual and Family Services

62411 Child and Youth Services

62412 Services for the Elderly and Persons with Disabilities

62419 Other Individual and Family Services

6242 Community Food and Housing, and Emergency and Other Relief Services

62421 Community Food Services

62422 Community Housing Services

6243 Vocational Rehabilitation Services

62431 Vocational Rehabilitation Services

6244 Child Day Care Services

62441 Child Day Care Services

U.S. Industries Covered under Phase II of NAPCS
(Industries Arranged by NAICS Sectors, Subsectors, and Industry Groups)

Sectors 71 & 72

71 ARTS, ENTERTAINMENT, AND RECREATION

711 Performing Arts, Spectator Sports, and Related Industries

7111 Performing Arts Companies

- 71111 Theater Companies and Dinner Theaters
- 71112 Dance Companies
- 71113 Musical Groups and Artists
- 71119 Other Performing Arts Companies

7112 Spectator Sports

- 71121 Spectator Sports
- 711211 Sports Teams and Clubs
- 711212 Racetracks
- 711219 Other Spectator Sports

7113 Promoters of Performing Arts, Sports, and Similar Events

- 71131 Promoters of Performing Arts, Sports, and Similar Events with Facilities
- 71132 Promoters of Performing Arts, Sports, and Similar Events without Facilities

7114 Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures

- 71141 Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures

7115 Independent Artists, Writers, and Performers

- 71151 Independent Artists, Writers, and Performers

712 Museums, Historical Sites, and Similar Institutions

7121 Museums, Historical Sites, and Similar Institutions

- 71211 Museums
- 71212 Historical Sites
- 71213 Zoos and Botanical Gardens
- 71219 Nature Parks and Other Similar Institutions

713 Amusement, Gambling, and Recreation Industries

7131 Amusement Parks and Arcades

- 71311 Amusement and Theme Parks
- 71312 Amusement Arcades

7132 Gambling Industries

- 71321 Casinos (except Casino Hotels)
- 71329 Other Gambling Industries

7139 Other Amusement and Recreation Industries

- 71391 Golf Courses and Country Clubs
- 71392 Skiing Facilities
- 71393 Marinas

71394 Fitness and Recreational Sports Centers
71395 Bowling Centers
71399 All Other Amusement and Recreation Industries

72 ACCOMMODATION AND FOOD SERVICES

721 Accommodation

7211 Traveler Accommodation

72111 Hotels (except Casino Hotels) and Motels
72112 Casino Hotels
72119 Other Traveler Accommodation
721191 Bed-and-Breakfast Inns
721199 All Other Traveler Accommodation

7212 RV (Recreational Vehicle) Parks and Recreational Camps

72121 RV (Recreational Vehicle) Parks and Recreational Camps
721211 RV (Recreational Vehicle) Parks and Campgrounds
721214 Recreational and Vacation Camps (except Campgrounds)

7213 Rooming and Boarding Houses

72131 Rooming and Boarding Houses

722 Food Services and Drinking Places

7221 Full-Service Restaurants

72211 Full-Service Restaurants

7222 Limited-Service Eating Places

72221 Limited-Service Eating Places
722211 Limited-Service Restaurants
722212 Cafeterias
722213 Snack and Nonalcoholic Beverage Bars

7223 Special Food Services

72231 Food Service Contractors
72232 Caterers
72233 Mobile Food Services

7224 Drinking Places (Alcoholic Beverages)

72241 Drinking Places (Alcoholic Beverages)