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**1997 Economic Census**

*Information*

Geographic Area Series



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

*Helping You Make Informed Decisions*

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



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## 1997 Economic Census *Information* Geographic Area Series



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# Introduction to the Economic Census

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## PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

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

## ALL-NEW INDUSTRY CLASSIFICATIONS

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

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information

52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Foodservices
81	Other Services (except Public Administration)

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

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

## RELATIONSHIP TO SIC

While many of the individual NAICS industries correspond directly to industries as defined under the SIC system, most of the higher level groupings do not. Particular care should be taken in comparing data for retail trade, wholesale trade, and manufacturing, which are sector titles used in both NAICS and SIC, but cover somewhat different groups of industries. The industry definitions discuss the relationships between NAICS and SIC industries. Where changes are significant, it will not be possible to construct time series that include data for points both before and after 1997.

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

## GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for the states, metropolitan areas (MAs), counties, parishes, and corporate municipalities including cities, towns, villages, and boroughs. Respondents were

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required to report their physical location (street address, municipality, county, and state) if it differed from their mailing address. For establishments not surveyed by mail (and those single-establishment companies that did not provide acceptable information on physical location), location information from Internal Revenue Service tax forms is used as a basis for coding.

## **BASIS OF REPORTING**

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company.

## **DOLLAR VALUES**

All dollar values presented are expressed in current dollars; i.e., 1997 data are expressed in 1997 dollars, and 1992 data, in 1992 dollars. Consequently, when making comparisons with prior years, users of the data should consider the changes in prices that have occurred.

All dollar values are shown in thousands of dollars.

## **AVAILABILITY OF ADDITIONAL DATA**

### **Reports in Print and Electronic Media**

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

### **Special Tabulations**

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

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

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

## **HISTORICAL INFORMATION**

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

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for the 1840 Decennial Census and subsequent censuses to include mining and some commercial activities. The 1905 Manufactures Census was the first time a census was taken apart from the regular decennial population census. Censuses covering retail and wholesale trade and construction industries were added in 1930, as were some covering service trades in 1933. Censuses of construction, manufacturing, and the other business service censuses were suspended during World War II.

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

The range of industries covered in the economic censuses expanded between 1967 and 1992. The census of construction industries began on a regular basis in 1967, and the scope of service industries, introduced in 1933, was broadened in 1967, 1977, and 1987. While a few transportation industries were covered as early as 1963, it was not until 1992 that the census broadened to include all of transportation, communications, and utilities. Also new for 1992 was coverage of financial, insurance, and real estate industries. With these additions, the economic census and the separate census of governments and census of agriculture collectively covered roughly 98 percent of all economic activity.

Printed statistical reports from the 1992 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. All of the census reports printed since 1967 are still available for sale on microfiche from the Census Bureau. CD-ROMs issued from the 1987 and 1992 Economic Censuses contain databases including nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

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## SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for each of the economic censuses and related surveys is published in the *Guide to the 1997 Economic Census and Related Statistics* at [www.census.gov/econguide](http://www.census.gov/econguide). More information on the methodology, procedures, and history of the censuses will be published in the *History of the 1997 Economic Census* at [www.census.gov/econ/www/history.html](http://www.census.gov/econ/www/history.html).

## ABBREVIATIONS AND SYMBOLS

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

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

V	Represents less than 50 vehicles or .05 percent.
X	Not applicable.
Y	Disclosure withheld because of insufficient coverage of merchandise lines.
Z	Less than half the unit shown.
a	0 to 19 employees.
b	20 to 99 employees.
c	100 to 249 employees.
e	250 to 499 employees.
f	500 to 999 employees.
g	1,000 to 2,499 employees.
h	2,500 to 4,999 employees.
i	5,000 to 9,999 employees.
j	10,000 to 24,999 employees.
k	25,000 to 49,999 employees.
l	50,000 to 99,999 employees.
m	100,000 employees or more.
p	10 to 19 percent estimated.
q	20 to 29 percent estimated.
r	Revised.
s	Sampling error exceeds 40 percent.
nec	Not elsewhere classified.
nsk	Not specified by kind.
–	Represents zero (page image/print only).
(CC)	Consolidated city.
(IC)	Independent city.



# Information

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## SCOPE

The Information sector (sector 51) of the 1997 Economic Census comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the publishing industries, including software publishing, the motion picture and sound recording industries, the broadcasting and telecommunications industries, and the information services and data processing services industries.

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

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

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

Unlike traditional goods, an “information or cultural product,” such as a newspaper on-line or television program, does not necessarily have tangible qualities, nor is it necessarily associated with a particular form. A movie can be shown at a movie theater, on a television broadcast, through video-on-demand or rented at a local video

store. A sound recording can be aired on radio, embedded in multimedia products, or sold at a record store.

Unlike traditional services, the delivery of these products does not require direct contact between the supplier and the consumer.

The value of these products to the consumer lies in their informational, educational, cultural, or entertainment content, not in the format in which they are distributed. Most of these products are protected from unlawful reproduction by copyright laws.

The intangible property aspect of information and cultural products makes the processes involved in their production and distribution very different from goods and services. Only those possessing the rights to these works are authorized to reproduce, alter, improve, and distribute them. Acquiring and using these rights often involves significant costs. In addition, technology is revolutionizing the distribution of these products. It is possible to distribute them in a physical form, via broadcast, or on-line.

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

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

Many of the industries in the NAICS Information sector are engaged in producing products protected by copyright

law, or in distributing them (other than distribution by traditional wholesale and retail methods). Examples are traditional publishing industries, software and database publishing industries, and film and sound industries. Broadcasting and telecommunications industries and information providers and processors are also included in the Information sector, because their technologies are so closely linked to other industries in the Information sector.

Data for this sector are shown for establishments of firms subject to Federal income tax.

Many of the "kinds of business or operation" 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 or operation" in order to maintain conformity in the measures of the production and delivery of goods and services and in the presentation of data.

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

## GENERAL

A list of reports that provide statistics on sector 51 follows.

**Geographic area reports.** There is a separate report for each state, the District of Columbia, and the United States. For establishments of firms subject to Federal income tax, each state report presents general statistics on number of establishments, receipts, payroll, and employment by kind of business for the state, metropolitan areas (MAs), counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas.

The United States report presents data for the United States as a whole for establishments with payroll of firms subject to Federal income tax for detailed kind-of-business classifications.

**Sources of receipts report.** This report presents sources of receipts data for establishments with payroll by kind of business. Data are presented for the United States and states.

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

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

## GEOGRAPHIC AREAS COVERED

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

1. The United States as a whole.
2. States and the District of Columbia.
3. Consolidated metropolitan statistical areas (CMSAs) and primary metropolitan statistical areas (PMSAs) defined by the Office of Management and Budget (OMB) as of June 30, 1997. A CMSA is an area used to facilitate the presentation and analysis of data for large concentrations of metropolitan populations. It includes two or more contiguous PMSAs which have a population of at least 1,000,000 (according to the 1990 Census of Population or subsequent special census) and which meet specific criteria of urban character and of social and economic integration.
4. Metropolitan statistical areas (MSAs) defined by the OMB as of June 30, 1997. An MSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants (according to the 1990 Census of Population or subsequent special census). Each MSA consists of one or more counties meeting standards of metropolitan character. In New England, cities and towns rather than counties are the component geographic units.
5. Areas within the state outside metropolitan areas (MAs).
6. Counties and county equivalents defined as of January 1, 1997. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs and census areas. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
7. Consolidated cities defined as of January 1, 1997. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
8. Municipalities of 2,500 inhabitants or more defined as of January 1, 1997. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 1990 Census of Population or subsequent special census. For the economic census, boroughs and census areas in Alaska and boroughs in New York are not included in this category.

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

#### **COMPARABILITY OF THE 1992 AND 1997 CENSUSES**

The 1997 Economic Census is the first census to present data based on the new North American Industry Classification System (NAICS). Previous census data were presented according to the Standard Industrial Classification (SIC) system developed some 60 years ago. Due to this change, comparability between census years may be limited. Comparative statistics will be included as part of the Core Business Statistics Reports.

#### **DISCLOSURE**

In accordance with Federal law governing census reports (Title 13 of the United States Code), no data are

published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld.

#### **AVAILABILITY OF MORE FREQUENT ECONOMIC DATA**

The Census Bureau conducts the Service Annual Survey (SAS) and the Annual Survey of Communication Services (ASCS) each year. These surveys, 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.

**Table 1. Summary Statistics for the State: 1997**

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WISCONSIN</b>								
<b>51</b>	<b>Information</b>	<b>2 009</b>	<b>7 733 916</b>	<b>1 362 916</b>	<b>N</b>	<b>43 546</b>	<b>.8</b>	<b>7.4</b>
511	Publishing industries	615	2 602 173	458 227	N	16 920	.5	7.1
5111	Newspaper, periodical, book, & database publishers	468	1 552 549	369 389	N	15 202	—	10.4
51111	Newspaper publishers	231	748 202	222 851	N	9 729	—	12.0
511110	Newspaper publishers	231	748 202	222 851	N	9 729	—	12.0
51112	Periodical publishers	111	398 582	69 556	N	2 258	—	9.7
511120	Periodical publishers	111	398 582	69 556	N	2 258	—	9.7
51113	Book publishers	41	246 073	32 288	N	1 039	—	4.2
511130	Book publishers	41	246 073	32 288	N	1 039	—	4.2
51114	Database & directory publishers	17	72 128	18 215	N	672	—	11.2
511140	Database & directory publishers	17	72 128	18 215	N	672	—	11.2
51119	Other publishers	68	87 564	26 479	N	1 504	—	16.7
511191	Greeting card publishers	1	D	D	N	a	D	D
511199	All other publishers	67	D	D	N	g	D	D
5112	Software publishers	147	1 049 624	88 838	20 262	1 718	1.2	2.1
51121	Software publishers	147	1 049 624	88 838	20 262	1 718	1.2	2.1
511210	Software publishers	147	1 049 624	88 838	20 262	1 718	1.2	2.1
512	Motion picture & sound recording industries	276	197 532	41 477	8 923	3 227	10.7	.6
5121	Motion picture & video industries	257	186 365	37 529	8 051	3 101	7.0	.5
51211	Motion picture & video production	80	40 652	10 860	2 441	402	17.5	.5
512110	Motion picture & video production	80	40 652	10 860	2 441	402	17.5	.5
5121101	Motion picture production (except for television)	51	27 938	7 602	1 779	282	16.8	.7
5121102	Motion picture & video production for television	29	12 714	3 258	662	120	19.1	.3
51212	Motion picture & video distribution	2	D	D	D	b	D	D
512120	Motion picture & video distribution	2	D	D	D	b	D	D
5121201	Motion picture film exchanges	1	D	D	D	a	D	D
5121202	Film or tape distribution for television	1	D	D	D	a	D	D
51213	Motion picture & video exhibition	135	112 930	15 763	3 199	2 348	2.1	.2
512131	Motion picture theaters (except drive-ins)	128	111 817	15 580	3 177	2 329	2.0	.2
512132	Drive-in motion picture theaters	7	1 113	183	22	19	8.0	—
51219	Post production & other motion picture & video industries	40	D	D	D	e	D	D
512191	Teleproduction & other postproduction services	35	28 455	9 504	2 082	291	2.2	.9
512199	Other motion picture & video industries	5	D	D	D	a	D	D
5122	Sound recording industries	19	11 167	3 948	872	126	71.7	1.5
51221	Record production	1	D	D	D	b	D	D
512210	Record production	1	D	D	D	b	D	D
51223	Music publishers	2	D	D	D	b	D	D
512230	Music publishers	2	D	D	D	b	D	D
51224	Sound recording studios	9	D	D	D	b	D	D
512240	Sound recording studios	9	D	D	D	b	D	D
51229	Other sound recording industries	7	D	D	D	b	D	D
512290	Other sound recording industries	7	D	D	D	b	D	D
513	Broadcasting & telecommunications	901	4 192 269	642 986	166 417	17 343	.4	6.5
5131	Radio & television broadcasting	170	391 929	129 859	33 263	4 454	2.9	11.3
51311	Radio broadcasting	140	138 077	54 929	13 517	2 603	8.2	18.7
513111	Radio networks	4	5 700	1 287	345	78	—	13.3
513112	Radio stations	136	132 377	53 642	13 172	2 525	8.6	18.9
51312	Television broadcasting	30	253 852	74 930	19 746	1 851	—	7.2
513120	Television broadcasting	30	253 852	74 930	19 746	1 851	—	7.2
5132	Cable networks & program distribution	87	348 930	43 947	10 302	1 585	.6	15.9
51321	Cable networks	5	1 290	318	70	25	—	—
513210	Cable networks	5	1 290	318	70	25	—	—
51322	Cable & other program distribution	82	347 640	43 629	10 232	1 560	.6	16.0
513220	Cable & other program distribution	82	347 640	43 629	10 232	1 560	.6	16.0
5133	Telecommunications	644	3 451 410	469 180	122 852	11 304	.1	5.0
51331	Wired telecommunications carriers	531	2 883 427	402 396	106 897	9 238	.1	1.3
513310	Wired telecommunications carriers	531	2 883 427	402 396	106 897	9 238	.1	1.3
51332	Wireless telecommunications carriers (except satellite)	80	458 300	51 943	12 761	1 470	.3	27.4
513321	Paging	41	253 755	28 066	6 179	759	.4	49.4
513322	Cellular & other wireless telecommunications	39	204 545	23 877	6 582	711	.2	.3
51333	Telecommunications resellers	20	90 512	9 919	2 011	265	1.1	6.1
513330	Telecommunications resellers	20	90 512	9 919	2 011	265	1.1	6.1
51334	Satellite telecommunications	7	D	D	D	b	D	D
513340	Satellite telecommunications	7	D	D	D	b	D	D
51339	Other telecommunications	6	D	D	D	c	D	D
513390	Other telecommunications	6	D	D	D	c	D	D
514	Information services & data processing services	217	741 942	220 226	62 146	6 056	1.4	15.7
5141	Information services	84	49 474	13 751	2 888	526	13.6	30.4
51411	News syndicates	5	D	D	D	b	D	D
514110	News syndicates	5	D	D	D	b	D	D
51412	Libraries & archives	12	D	D	D	b	D	D
514120	Libraries & archives	12	D	D	D	b	D	D
51419	Other information services	67	D	D	D	e	D	D
514191	Online information services	66	41 537	11 918	2 460	454	15.6	33.5
514199	All other information services	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 1. Summary Statistics for the State: 1997—Con.**

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>51</b>	<b>WISCONSIN—Con.</b>							
	<b>Information—Con.</b>							
514	Information services & data processing services—Con.							
5142	Data processing services .....	133	692 468	206 475	59 258	5 530	.6	14.6
51421	Data processing services .....	133	692 468	206 475	59 258	5 530	.6	14.6
514210	Data processing services .....	133	692 468	206 475	59 258	5 530	.6	14.6

<sup>1</sup>Includes receipts information obtained from administrative records of other Federal agencies.

<sup>2</sup>Includes receipts information which was imputed based on historic company ratios or administrative records, or on industry averages.

**Table 2. Summary Statistics for Metropolitan Areas: 1997**

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>APPLETON-OSHKOSH-NEENAH, WI MSA</b>							
512	Motion picture & sound recording industries .....	11	8 183	1 062	204	149	—	—
5121	Motion picture & video industries .....	10	D	D	D	c	D	D
51213	Motion picture & video exhibition .....	6	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins) .....	6	D	D	D	c	D	D
513	Broadcasting & telecommunications .....	50	283 822	40 736	9 925	1 110	1.7	21.2
5131	Radio & television broadcasting .....	10	D	D	D	c	D	D
51311	Radio broadcasting .....	8	D	D	D	c	D	D
513112	Radio stations .....	7	D	D	D	c	D	D
514	Information services & data processing services .....	14	16 835	6 928	1 646	202	2.8	—
	<b>CHICAGO-GARY-KENOSHA, IL-IN-WI CMSA</b>							
5112	Software publishers .....	472	D	D	D	j	D	D
51121	Software publishers .....	472	D	D	D	j	D	D
511210	Software publishers .....	472	D	D	D	j	D	D
512	Motion picture & sound recording industries .....	746	1 455 107	322 962	53 738	8 530	8.4	4.4
5121	Motion picture & video industries .....	652	D	D	D	i	D	D
51211	Motion picture & video production .....	327	D	D	D	g	D	D
512110	Motion picture & video production .....	327	D	D	D	g	D	D
5121101	Motion picture production (except for television) .....	197	D	D	D	f	D	D
5121102	Motion picture & video production for television .....	130	D	D	D	g	D	D
51212	Motion picture & video distribution .....	29	313 922	15 986	4 072	438	.7	1.7
512120	Motion picture & video distribution .....	29	313 922	15 986	4 072	438	.7	1.7
5121201	Motion picture film exchanges .....	22	286 327	11 764	2 819	305	.4	.1
51213	Motion picture & video exhibition .....	173	D	D	D	h	D	D
512131	Motion picture theaters (except drive-ins) .....	159	297 421	42 178	9 964	4 227	.5	5.0
512132	Drive-in motion picture theaters .....	14	D	D	D	c	D	D
51219	Post production & other motion picture & video industries .....	123	D	D	D	g	D	D
512191	Teleproduction & other postproduction services .....	108	D	D	D	c	D	D
512199	Other motion picture & video industries .....	15	D	D	D	c	D	D
5122	Sound recording industries .....	94	D	D	D	e	D	D
51223	Music publishers .....	17	9 974	2 707	552	55	61.8	3.4
512230	Music publishers .....	17	9 974	2 707	552	55	61.8	3.4
51224	Sound recording studios .....	50	19 096	5 804	1 311	215	25.5	16.5
512240	Sound recording studios .....	50	19 096	5 804	1 311	215	25.5	16.5
51229	Other sound recording industries .....	12	D	D	D	c	D	D
512290	Other sound recording industries .....	12	D	D	D	c	D	D
513	Broadcasting & telecommunications .....	1 264	12 586 761	2 275 624	627 218	47 279	.7	7.8
5131	Radio & television broadcasting .....	145	1 303 550	294 490	72 647	5 148	3.9	24.4
51311	Radio broadcasting .....	112	D	D	D	h	D	D
513112	Radio stations .....	104	D	D	D	g	D	D
51312	Television broadcasting .....	33	D	D	D	h	D	D
513120	Television broadcasting .....	33	D	D	D	h	D	D
5132	Cable networks & program distribution .....	115	1 263 813	181 023	44 891	5 363	.4	21.5
51321	Cable networks .....	23	D	D	D	e	D	D
513210	Cable networks .....	23	D	D	D	e	D	D
51322	Cable & other program distribution .....	92	D	D	D	h	D	D
513220	Cable & other program distribution .....	92	D	D	D	h	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA—Con.</b>								
514	Information services & data processing services .....	500	1 111 218	338 418	85 572	9 754	4.3	15.3
5141	Information services .....	171	325 726	85 639	20 438	2 249	5.8	15.3
51411	News syndicates .....	18	D	D	D	f	D	D
514110	News syndicates .....	18	D	D	D	f	D	D
51419	Other information services .....	125	D	D	D	g	D	D
514191	Online information services .....	114	D	D	D	g	D	D
5142	Data processing services .....	329	785 492	252 779	65 134	7 505	3.7	15.3
51421	Data processing services .....	329	785 492	252 779	65 134	7 505	3.7	15.3
514210	Data processing services .....	329	785 492	252 779	65 134	7 505	3.7	15.3
<b>Chicago, IL PMSA</b>								
5112	Software publishers .....	466	2 582 013	784 014	191 403	11 941	4.2	15.8
51121	Software publishers .....	466	2 582 013	784 014	191 403	11 941	4.2	15.8
511210	Software publishers .....	466	2 582 013	784 014	191 403	11 941	4.2	15.8
512	Motion picture & sound recording industries .....	717	1 428 976	319 237	52 924	8 076	8.4	4.5
5121	Motion picture & video industries .....	626	1 378 705	304 880	49 651	7 637	7.5	4.1
51211	Motion picture & video production .....	323	607 727	191 266	23 079	2 056	14.3	5.5
512110	Motion picture & video production .....	323	607 727	191 266	23 079	2 056	14.3	5.5
5121101	Motion picture production (except for television) .....	194	D	D	D	f	D	D
5121102	Motion picture & video production for television .....	129	D	D	D	g	D	D
51212	Motion picture & video distribution .....	29	313 922	15 986	4 072	438	.7	1.7
512120	Motion picture & video distribution .....	29	313 922	15 986	4 072	438	.7	1.7
5121201	Motion picture film exchanges .....	22	286 327	11 764	2 819	305	.4	.1
51213	Motion picture & video exhibition .....	153	278 842	40 321	9 538	3 905	1.8	5.3
512131	Motion picture theaters (except drive-ins) .....	142	D	D	D	h	D	D
512132	Drive-in motion picture theaters .....	11	D	D	D	c	D	D
51219	Post production & other motion picture & video industries .....	121	178 214	57 307	12 962	1 238	5.0	1.2
512191	Teleproduction & other postproduction services .....	106	D	D	D	f	D	D
512199	Other motion picture & video industries .....	15	D	D	D	c	D	D
5122	Sound recording industries .....	91	50 271	14 357	3 273	439	34.3	17.1
51223	Music publishers .....	15	D	D	D	b	D	D
512230	Music publishers .....	15	D	D	D	b	D	D
51224	Sound recording studios .....	49	D	D	D	c	D	D
512240	Sound recording studios .....	49	D	D	D	c	D	D
51229	Other sound recording industries .....	12	D	D	D	c	D	D
512290	Other sound recording industries .....	12	D	D	D	c	D	D
513	Broadcasting & telecommunications .....	1 168	12 332 298	2 229 206	615 478	46 028	.7	7.9
5131	Radio & television broadcasting .....	131	1 289 902	289 727	71 614	4 940	3.9	24.6
51311	Radio broadcasting .....	101	364 850	115 041	26 284	2 378	5.4	15.1
513112	Radio stations .....	93	D	D	D	g	D	D
51312	Television broadcasting .....	30	925 052	174 686	45 330	2 562	3.3	28.4
513120	Television broadcasting .....	30	925 052	174 686	45 330	2 562	3.3	28.4
5132	Cable networks & program distribution .....	108	1 205 205	173 869	42 762	5 035	.4	22.5
51321	Cable networks .....	23	D	D	D	e	D	D
513210	Cable networks .....	23	D	D	D	e	D	D
51322	Cable & other program distribution .....	85	D	D	D	h	D	D
513220	Cable & other program distribution .....	85	D	D	D	h	D	D
514	Information services & data processing services .....	473	1 072 522	323 135	81 668	9 201	4.1	15.8
5141	Information services .....	162	319 738	82 391	19 605	2 031	5.8	15.5
51411	News syndicates .....	18	D	D	D	f	D	D
514110	News syndicates .....	18	D	D	D	f	D	D
51419	Other information services .....	119	D	D	D	g	D	D
514191	Online information services .....	108	D	D	D	g	D	D
5142	Data processing services .....	311	752 784	240 744	62 063	7 170	3.4	15.9
51421	Data processing services .....	311	752 784	240 744	62 063	7 170	3.4	15.9
514210	Data processing services .....	311	752 784	240 744	62 063	7 170	3.4	15.9
<b>Gary, IN PMSA</b>								
512	Motion picture & sound recording industries .....	21	D	D	D	e	D	D
5121	Motion picture & video industries .....	18	D	D	D	e	D	D
51213	Motion picture & video exhibition .....	13	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins) .....	11	18 433	2 437	531	309	-	-
513	Broadcasting & telecommunications .....	78	209 813	37 172	9 690	1 019	.7	.6
5131	Radio & television broadcasting .....	12	D	D	D	c	D	D
51311	Radio broadcasting .....	9	D	D	D	c	D	D
513112	Radio stations .....	9	D	D	D	c	D	D
5132	Cable networks & program distribution .....	5	D	D	D	e	D	D
51322	Cable & other program distribution .....	5	D	D	D	e	D	D
513220	Cable & other program distribution .....	5	D	D	D	e	D	D
514	Information services & data processing services .....	23	D	D	D	f	D	D
5142	Data processing services .....	15	D	D	D	e	D	D
51421	Data processing services .....	15	D	D	D	e	D	D
514210	Data processing services .....	15	D	D	D	e	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA—Con.</b>								
<b>Kankakee, IL PMSA</b>								
512	Motion picture & sound recording industries .....	3	D	D	D	b	D	D
5121	Motion picture & video industries .....	3	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	3	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	8	D	D	D	c	D	D
<b>Kenosha, WI PMSA</b>								
512	Motion picture & sound recording industries .....	5	D	D	D	b	D	D
5121	Motion picture & video industries .....	5	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	10	D	D	D	b	D	D
<b>DULUTH—SUPERIOR, MN—WI MSA</b>								
512	Motion picture & sound recording industries .....	14	6 599	1 033	217	139	10.6	—
5121	Motion picture & video industries .....	12	D	D	D	c	D	D
51213	Motion picture & video exhibition .....	9	D	D	D	c	D	D
513	Broadcasting & telecommunications .....	57	143 511	32 042	7 533	1 180	—	4.6
5131	Radio & television broadcasting .....	19	D	D	D	e	D	D
<b>EAU CLAIRE, WI MSA</b>								
512	Motion picture & sound recording industries .....	6	D	D	D	b	D	D
5121	Motion picture & video industries .....	6	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	5	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	27	90 667	17 388	4 757	579	.8	—
5131	Radio & television broadcasting .....	5	D	D	D	c	D	D
<b>GREEN BAY, WI MSA</b>								
512	Motion picture & sound recording industries .....	15	D	D	D	c	D	D
5121	Motion picture & video industries .....	14	D	D	D	c	D	D
51213	Motion picture & video exhibition .....	8	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins) .....	7	D	D	D	c	D	D
513	Broadcasting & telecommunications .....	37	213 276	39 078	9 406	1 171	—	11.6
5131	Radio & television broadcasting .....	14	D	D	D	f	D	D
51311	Radio broadcasting .....	9	D	D	D	c	D	D
513112	Radio stations .....	9	D	D	D	c	D	D
514	Information services & data processing services .....	16	52 688	15 527	3 636	527	1.5	70.3
5141	Information services .....	5	12 011	3 579	831	122	3.4	87.5
51419	Other information services .....	5	12 011	3 579	831	122	3.4	87.5
5142	Data processing services .....	11	40 677	11 948	2 805	405	.9	65.2
51421	Data processing services .....	11	40 677	11 948	2 805	405	.9	65.2
514210	Data processing services .....	11	40 677	11 948	2 805	405	.9	65.2
<b>JANESVILLE—BELOIT, WI MSA</b>								
513	Broadcasting & telecommunications .....	15	52 301	7 128	1 860	235	—	.2
514	Information services & data processing services .....	11	23 778	9 026	2 270	487	4.4	—
5142	Data processing services .....	8	D	D	D	e	D	D
51421	Data processing services .....	8	D	D	D	e	D	D
514210	Data processing services .....	8	D	D	D	e	D	D
<b>LA CROSSE, WI—MN MSA</b>								
512	Motion picture & sound recording industries .....	10	D	D	D	c	D	D
5121	Motion picture & video industries .....	9	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	5	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	25	90 913	22 138	5 586	735	—	2.9
5131	Radio & television broadcasting .....	11	D	D	D	e	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MADISON, WI MSA</b>								
5112	Software publishers .....	27	66 682	28 516	6 025	559	2.6	8.1
51121	Software publishers .....	27	66 682	28 516	6 025	559	2.6	8.1
511210	Software publishers .....	27	66 682	28 516	6 025	559	2.6	8.1
512	Motion picture & sound recording industries .....	43	34 822	7 110	1 605	481	3.6	.5
5121	Motion picture & video industries .....	37	32 386	6 083	1 376	428	2.3	.4
51211	Motion picture & video production .....	16	11 346	1 823	372	82	6.7	1.0
512110	Motion picture & video production .....	16	11 346	1 823	372	82	6.7	1.0
51213	Motion picture & video exhibition .....	11	14 628	2 062	478	285	—	—
512131	Motion picture theaters (except drive-ins) .....	11	14 628	2 062	478	285	—	—
5122	Sound recording industries .....	6	2 436	1 027	229	53	20.2	1.6
513	Broadcasting & telecommunications .....	69	722 442	71 359	18 374	2 121	—	.9
5131	Radio & television broadcasting .....	14	D	D	D	f	D	D
51311	Radio broadcasting .....	10	D	D	D	e	D	D
513112	Radio stations .....	9	D	D	D	c	D	D
514	Information services & data processing services .....	33	158 029	37 475	9 095	1 094	2.4	23.9
5142	Data processing services .....	19	154 118	36 258	8 829	1 048	1.5	24.4
51421	Data processing services .....	19	154 118	36 258	8 829	1 048	1.5	24.4
514210	Data processing services .....	19	154 118	36 258	8 829	1 048	1.5	24.4
<b>MILWAUKEE—RACINE, WI CMSA</b>								
5112	Software publishers .....	78	970 940	55 625	13 191	998	.6	1.6
51121	Software publishers .....	78	970 940	55 625	13 191	998	.6	1.6
511210	Software publishers .....	78	970 940	55 625	13 191	998	.6	1.6
512	Motion picture & sound recording industries .....	108	D	D	D	g	D	D
5121	Motion picture & video industries .....	102	D	D	D	g	D	D
51211	Motion picture & video production .....	45	24 942	7 906	1 821	273	23.7	.1
512110	Motion picture & video production .....	45	24 942	7 906	1 821	273	23.7	.1
5121101	Motion picture production (except for television) .....	26	16 072	5 465	1 317	185	22.5	.2
51213	Motion picture & video exhibition .....	37	D	D	D	f	D	D
512131	Motion picture theaters (except drive-ins) .....	34	D	D	D	f	D	D
51219	Post production & other motion picture & video industries .....	19	D	D	D	c	D	D
512191	Teleproduction & other postproduction services .....	15	D	D	D	c	D	D
5122	Sound recording industries .....	6	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	266	1 955 152	316 731	86 071	7 134	.2	6.1
5131	Radio & television broadcasting .....	32	180 496	53 261	14 535	1 227	1.4	20.2
51311	Radio broadcasting .....	23	33 584	11 762	3 022	459	7.5	61.1
513112	Radio stations .....	22	D	D	D	e	D	D
51312	Television broadcasting .....	9	146 912	41 499	11 513	768	—	10.9
513120	Television broadcasting .....	9	146 912	41 499	11 513	768	—	10.9
5132	Cable networks & program distribution .....	16	D	D	D	e	D	D
51322	Cable & other program distribution .....	15	D	D	D	e	D	D
513220	Cable & other program distribution .....	15	D	D	D	e	D	D
514	Information services & data processing services .....	90	448 457	134 218	41 790	2 993	.6	7.8
5141	Information services .....	30	25 530	6 867	1 359	203	7.0	13.4
51419	Other information services .....	23	18 422	5 337	987	159	9.7	12.5
514191	Online information services .....	23	18 422	5 337	987	159	9.7	12.5
5142	Data processing services .....	60	422 927	127 351	40 431	2 790	.2	7.5
51421	Data processing services .....	60	422 927	127 351	40 431	2 790	.2	7.5
514210	Data processing services .....	60	422 927	127 351	40 431	2 790	.2	7.5
<b>Milwaukee—Waukesha, WI PMSA</b>								
5112	Software publishers .....	78	970 940	55 625	13 191	998	.6	1.6
51121	Software publishers .....	78	970 940	55 625	13 191	998	.6	1.6
511210	Software publishers .....	78	970 940	55 625	13 191	998	.6	1.6
512	Motion picture & sound recording industries .....	100	99 798	23 621	5 037	1 433	15.2	.6
5121	Motion picture & video industries .....	95	D	D	D	g	D	D
51211	Motion picture & video production .....	43	D	D	D	e	D	D
512110	Motion picture & video production .....	43	D	D	D	e	D	D
5121101	Motion picture production (except for television) .....	25	D	D	D	c	D	D
51213	Motion picture & video exhibition .....	33	47 752	6 855	1 344	913	1.5	—
512131	Motion picture theaters (except drive-ins) .....	31	D	D	D	f	D	D
51219	Post production & other motion picture & video industries .....	18	D	D	D	c	D	D
512191	Teleproduction & other postproduction services .....	14	D	D	D	c	D	D
5122	Sound recording industries .....	5	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	248	1 914 162	309 184	84 181	6 917	.2	6.2
5131	Radio & television broadcasting .....	30	D	D	D	g	D	D
51311	Radio broadcasting .....	21	D	D	D	e	D	D
513112	Radio stations .....	20	D	D	D	e	D	D
51312	Television broadcasting .....	9	146 912	41 499	11 513	768	—	10.9
513120	Television broadcasting .....	9	146 912	41 499	11 513	768	—	10.9
5132	Cable networks & program distribution .....	15	D	D	D	e	D	D
51322	Cable & other program distribution .....	14	D	D	D	e	D	D
513220	Cable & other program distribution .....	14	D	D	D	e	D	D

See footnotes at end of table.



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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE—RACINE, WI CMSA—Con.</b>								
<b>Milwaukee—Waukesha, WI PMSA—Con.</b>								
514	Information services & data processing services .....	83	447 408	133 917	41 723	2 979	.5	7.8
5141	Information services .....	26	24 856	6 723	1 330	193	6.7	13.8
51419	Other information services .....	19	17 748	5 193	958	149	9.4	13.0
514191	Online information services .....	19	17 748	5 193	958	149	9.4	13.0
5142	Data processing services .....	57	422 552	127 194	40 393	2 786	.1	7.5
51421	Data processing services .....	57	422 552	127 194	40 393	2 786	.1	7.5
514210	Data processing services .....	57	422 552	127 194	40 393	2 786	.1	7.5
<b>Racine, WI PMSA</b>								
512	Motion picture & sound recording industries .....	8	D	D	D	b	D	D
5121	Motion picture & video industries .....	7	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	18	40 990	7 547	1 890	217	—	1.9
<b>MINNEAPOLIS—ST. PAUL, MN—WI MSA</b>								
5112	Software publishers .....	254	627 716	209 457	50 780	3 647	3.1	10.7
51121	Software publishers .....	254	627 716	209 457	50 780	3 647	3.1	10.7
511210	Software publishers .....	254	627 716	209 457	50 780	3 647	3.1	10.7
512	Motion picture & sound recording industries .....	310	269 201	61 153	13 948	3 326	10.8	6.7
5121	Motion picture & video industries .....	278	D	D	D	h	D	D
51211	Motion picture & video production .....	114	86 605	22 362	4 836	546	17.7	14.0
512110	Motion picture & video production .....	114	86 605	22 362	4 836	546	17.7	14.0
5121101	Motion picture production (except for television) .....	68	34 045	8 570	2 167	247	19.5	2.5
5121102	Motion picture & video production for television .....	46	52 560	13 792	2 669	299	16.5	21.5
51213	Motion picture & video exhibition .....	82	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins) .....	78	D	D	D	g	D	D
51219	Post production & other motion picture & video industries .....	72	D	D	D	f	D	D
512191	Teleproduction & other postproduction services .....	68	D	D	D	f	D	D
5122	Sound recording industries .....	32	D	D	D	c	D	D
51224	Sound recording studios .....	18	D	D	D	c	D	D
512240	Sound recording studios .....	18	D	D	D	c	D	D
513	Broadcasting & telecommunications .....	421	4 242 150	692 370	173 186	16 997	1.5	4.4
5131	Radio & television broadcasting .....	68	508 269	122 765	29 184	3 289	10.4	9.6
51311	Radio broadcasting .....	50	177 277	54 135	12 741	1 715	19.0	7.5
513111	Radio networks .....	6	24 083	4 786	1 162	124	1.7	9.8
513112	Radio stations .....	44	153 194	49 349	11 579	1 591	21.8	7.2
51312	Television broadcasting .....	18	330 992	68 630	16 443	1 574	5.7	10.7
513120	Television broadcasting .....	18	330 992	68 630	16 443	1 574	5.7	10.7
5132	Cable networks & program distribution .....	36	756 949	50 129	12 287	1 397	.1	1.6
51322	Cable & other program distribution .....	30	D	D	D	g	D	D
513220	Cable & other program distribution .....	30	D	D	D	g	D	D
514	Information services & data processing services .....	208	767 784	222 076	51 988	6 341	3.4	15.9
5141	Information services .....	85	97 385	22 467	4 723	682	15.7	8.8
51419	Other information services .....	70	D	D	D	f	D	D
514191	Online information services .....	67	76 415	17 060	3 448	499	12.3	7.4
5142	Data processing services .....	123	670 399	199 609	47 265	5 659	1.6	16.9
51421	Data processing services .....	123	670 399	199 609	47 265	5 659	1.6	16.9
514210	Data processing services .....	123	670 399	199 609	47 265	5 659	1.6	16.9
<b>SHEBOYGAN, WI MSA</b>								
512	Motion picture & sound recording industries .....	2	D	D	D	b	D	D
5121	Motion picture & video industries .....	2	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	1	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	11	29 685	3 974	911	129	3.7	10.9
<b>WAUSAU, WI MSA</b>								
513	Broadcasting & telecommunications .....	25	119 735	14 470	3 619	523	—	1.3
5131	Radio & television broadcasting .....	6	D	D	D	c	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>AREA OUTSIDE WISCONSIN METROPOLITAN AREAS</b>								
512	Motion picture & sound recording industries .....	63	D	D	D	f	D	D
5121	Motion picture & video industries .....	61	D	D	D	f	D	D
51213	Motion picture & video exhibition .....	51	D	D	D	f	D	D
512131	Motion picture theaters (except drive-ins) .....	50	D	D	D	f	D	D
513	Broadcasting & telecommunications .....	348	602 268	105 503	24 937	3 498	1.0	9.0
5131	Radio & television broadcasting .....	73	42 103	19 810	4 734	1 108	8.0	7.8
51311	Radio broadcasting .....	69	D	D	D	g	D	D
513112	Radio stations .....	68	D	D	D	g	D	D
5132	Cable networks & program distribution .....	44	87 783	9 788	2 454	396	.9	34.0
51322	Cable & other program distribution .....	43	D	D	D	e	D	D
513220	Cable & other program distribution .....	43	D	D	D	e	D	D
514	Information services & data processing services .....	32	D	D	D	e	D	D
5142	Data processing services .....	17	D	D	D	e	D	D
51421	Data processing services .....	17	D	D	D	e	D	D
514210	Data processing services .....	17	D	D	D	e	D	D

<sup>1</sup>Includes receipts information obtained from administrative records of other Federal agencies.

<sup>2</sup>Includes receipts information which was imputed based on historic company ratios or administrative records, or on industry averages.

**Table 3. Summary Statistics for Counties: 1997**

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BARRON COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	11	33 947	5 265	1 218	169	—	—
<b>BROWN COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	15	D	D	D	c	D	D
5121	Motion picture & video industries .....	14	D	D	D	c	D	D
51213	Motion picture & video exhibition .....	8	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins) .....	7	D	D	D	c	D	D
513	Broadcasting & telecommunications .....	37	213 276	39 078	9 406	1 171	—	11.6
5131	Radio & television broadcasting .....	14	D	D	D	f	D	D
51311	Radio broadcasting .....	9	D	D	D	c	D	D
513112	Radio stations .....	9	D	D	D	c	D	D
514	Information services & data processing services .....	16	52 688	15 527	3 636	527	1.5	70.3
5141	Information services .....	5	12 011	3 579	831	122	3.4	87.5
51419	Other information services .....	5	12 011	3 579	831	122	3.4	87.5
5142	Data processing services .....	11	40 677	11 948	2 805	405	.9	65.2
51421	Data processing services .....	11	40 677	11 948	2 805	405	.9	65.2
514210	Data processing services .....	11	40 677	11 948	2 805	405	.9	65.2
<b>CALUMET COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	7	D	D	D	b	D	D
<b>CHIPPEWA COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	11	16 738	3 597	987	110	1.5	—
<b>COLUMBIA COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	11	D	D	D	c	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DANE COUNTY, WI</b>								
5112	Software publishers .....	27	66 682	28 516	6 025	559	2.6	8.1
51121	Software publishers .....	27	66 682	28 516	6 025	559	2.6	8.1
511210	Software publishers .....	27	66 682	28 516	6 025	559	2.6	8.1
512	Motion picture & sound recording industries .....	43	34 822	7 110	1 605	481	3.6	.5
5121	Motion picture & video industries .....	37	32 386	6 083	1 376	428	2.3	.4
51211	Motion picture & video production .....	16	11 346	1 823	372	82	6.7	1.0
512110	Motion picture & video production .....	16	11 346	1 823	372	82	6.7	1.0
51213	Motion picture & video exhibition .....	11	14 628	2 062	478	285	—	—
512131	Motion picture theaters (except drive-ins) .....	11	14 628	2 062	478	285	—	—
5122	Sound recording industries .....	6	2 436	1 027	229	53	20.2	1.6
513	Broadcasting & telecommunications .....	69	722 442	71 359	18 374	2 121	—	.9
5131	Radio & television broadcasting .....	14	D	D	D	f	D	D
51311	Radio broadcasting .....	10	D	D	D	e	D	D
513112	Radio stations .....	9	D	D	D	c	D	D
514	Information services & data processing services .....	33	158 029	37 475	9 095	1 094	2.4	23.9
5142	Data processing services .....	19	154 118	36 258	8 829	1 048	1.5	24.4
51421	Data processing services .....	19	154 118	36 258	8 829	1 048	1.5	24.4
514210	Data processing services .....	19	154 118	36 258	8 829	1 048	1.5	24.4
<b>DODGE COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	11	D	D	D	c	D	D
<b>DOOR COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	8	8 119	1 381	336	47	8.4	11.6
<b>DUNN COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	8	12 571	2 923	697	98	—	6.2
<b>EAU CLAIRE COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	5	D	D	D	b	D	D
5121	Motion picture & video industries .....	5	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	16	73 929	13 791	3 770	469	.6	—
5131	Radio & television broadcasting .....	3	D	D	D	c	D	D
<b>FOND DU LAC COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	16	43 165	5 697	1 367	202	4.1	2.3
<b>GRANT COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	13	16 803	3 791	878	144	—	32.7
<b>GREEN COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	5	D	D	D	b	D	D
514	Information services & data processing services .....	1	D	D	D	c	D	D
<b>IOWA COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	4	D	D	D	b	D	D
<b>JACKSON COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	6	D	D	D	b	D	D
<b>JEFFERSON COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	8	D	D	D	b	D	D
<b>KENOSHA COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	5	D	D	D	b	D	D
5121	Motion picture & video industries .....	5	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	10	D	D	D	b	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LA CROSSE COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	10	D	D	D	c	D	D
5121	Motion picture & video industries .....	9	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	5	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	18	D	D	D	f	D	D
5131	Radio & television broadcasting .....	9	D	D	D	c	D	D
<b>LANGLADE COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	3	D	D	D	b	D	D
5121	Motion picture & video industries .....	3	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	3	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	5	D	D	D	b	D	D
<b>MANITOWOC COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	12	21 083	4 198	1 064	167	3.2	4.9
<b>MARATHON COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	25	119 735	14 470	3 619	523	—	1.3
5131	Radio & television broadcasting .....	6	D	D	D	c	D	D
<b>MARINETTE COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	8	11 856	2 963	696	94	—	7.5
<b>MILWAUKEE COUNTY, WI</b>								
5112	Software publishers .....	40	D	D	D	f	D	D
51121	Software publishers .....	40	D	D	D	f	D	D
511210	Software publishers .....	40	D	D	D	f	D	D
512	Motion picture & sound recording industries .....	65	60 331	15 451	3 231	798	17.6	1.1
5121	Motion picture & video industries .....	61	D	D	D	f	D	D
51211	Motion picture & video production .....	29	16 236	5 489	1 181	194	19.6	.2
512110	Motion picture & video production .....	29	16 236	5 489	1 181	194	19.6	.2
51213	Motion picture & video exhibition .....	19	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins) .....	17	D	D	D	e	D	D
51219	Post production & other motion picture & video industries .....	13	D	D	D	c	D	D
512191	Teleproduction & other postproduction services .....	11	D	D	D	c	D	D
5122	Sound recording industries .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	157	1 026 165	198 245	53 094	4 499	.3	9.2
5131	Radio & television broadcasting .....	22	D	D	D	g	D	D
51311	Radio broadcasting .....	13	D	D	D	e	D	D
513112	Radio stations .....	12	D	D	D	e	D	D
51312	Television broadcasting .....	9	146 912	41 499	11 513	768	—	10.9
513120	Television broadcasting .....	9	146 912	41 499	11 513	768	—	10.9
5132	Cable networks & program distribution .....	9	D	D	D	e	D	D
51322	Cable & other program distribution .....	8	D	D	D	e	D	D
513220	Cable & other program distribution .....	8	D	D	D	e	D	D
514	Information services & data processing services .....	56	147 003	63 554	15 254	1 560	1.2	9.9
5141	Information services .....	21	D	D	D	c	D	D
51419	Other information services .....	15	D	D	D	b	D	D
5142	Data processing services .....	35	D	D	D	g	D	D
51421	Data processing services .....	35	D	D	D	g	D	D
514210	Data processing services .....	35	D	D	D	g	D	D
<b>MONROE COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	7	D	D	D	c	D	D
<b>ONEIDA COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	15	43 264	7 038	1 636	252	—	4.6
<b>OUTAGAMIE COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	8	D	D	D	b	D	D
5121	Motion picture & video industries .....	7	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	3	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	30	250 818	34 833	8 391	910	.4	22.9
5131	Radio & television broadcasting .....	5	D	D	D	b	D	D
514	Information services & data processing services .....	8	D	D	D	c	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OZAUKEE COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	10	6 257	924	227	89	.6	—
5121	Motion picture & video industries .....	9	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	3	D	D	D	b	D	D
<b>POLK COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	11	11 496	2 156	495	76	.3	1.4
<b>PORTAGE COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	9	14 680	3 207	832	100	—	35.0
<b>RACINE COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	8	D	D	D	b	D	D
5121	Motion picture & video industries .....	7	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	18	40 990	7 547	1 890	217	—	1.9
<b>ROCK COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	15	52 301	7 128	1 860	235	—	.2
514	Information services & data processing services .....	11	23 778	9 026	2 270	487	4.4	—
5142	Data processing services .....	8	D	D	D	e	D	D
51421	Data processing services .....	8	D	D	D	e	D	D
514210	Data processing services .....	8	D	D	D	e	D	D
<b>RUSK COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	6	D	D	D	b	D	D
<b>ST. CROIX COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	13	15 029	2 574	604	84	1.9	1.6
<b>SAUK COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	12	13 939	2 398	551	94	8.5	6.2
<b>SHEBOYGAN COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	2	D	D	D	b	D	D
5121	Motion picture & video industries .....	2	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	1	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	11	29 685	3 974	911	129	3.7	10.9
<b>TAYLOR COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	4	D	D	D	b	D	D
<b>TREMPEALEAU COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	9	12 604	1 956	443	68	—	41.3
<b>VERNON COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	8	12 398	1 955	469	66	—	—
<b>VILAS COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	2	D	D	D	b	D	D
5121	Motion picture & video industries .....	2	D	D	D	b	D	D
<b>WALWORTH COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	14	22 893	4 545	1 096	138	—	45.6
<b>WASHINGTON COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	3	3 006	696	197	108	D	—
5121	Motion picture & video industries .....	3	3 006	696	197	108	D	—
513	Broadcasting & telecommunications .....	9	D	D	D	b	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUKESHA COUNTY, WI</b>								
5112	Software publishers .....	30	D	D	D	e	D	D
51121	Software publishers .....	30	D	D	D	e	D	D
511210	Software publishers .....	30	D	D	D	e	D	D
512	Motion picture & sound recording industries .....	22	30 204	6 550	1 382	438	12.9	—
5121	Motion picture & video industries .....	22	30 204	6 550	1 382	438	12.9	—
51213	Motion picture & video exhibition .....	9	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins) .....	9	D	D	D	e	D	D
513	Broadcasting & telecommunications .....	80	877 591	108 965	30 544	2 325	.1	2.6
514	Information services & data processing services .....	19	296 615	69 187	26 238	1 362	.2	6.9
5141	Information services .....	2	D	D	D	b	D	D
51419	Other information services .....	2	D	D	D	b	D	D
5142	Data processing services .....	17	D	D	D	g	D	D
51421	Data processing services .....	17	D	D	D	g	D	D
514210	Data processing services .....	17	D	D	D	g	D	D
<b>WAUPACA COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	14	24 725	4 284	1 081	134	—	9.4
<b>WINNEBAGO COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	3	D	D	D	b	D	D
5121	Motion picture & video industries .....	3	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	3	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	13	D	D	D	c	D	D
<b>WOOD COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	12	40 492	7 829	1 816	256	—	3.4

<sup>1</sup>Includes receipts information obtained from administrative records of other Federal agencies.

<sup>2</sup>Includes receipts information which was imputed based on historic company ratios or administrative records, or on industry averages.

**Table 4. Summary Statistics for Places: 1997**

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ANTIGO, WI</b>								
512	Motion picture & sound recording industries .....	3	D	D	D	b	D	D
5121	Motion picture & video industries .....	3	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	3	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	4	8 088	1 035	258	38	—	8.6
<b>APPLETON, WI *</b>								
512	Motion picture & sound recording industries .....	5	D	D	D	b	D	D
5121	Motion picture & video industries .....	5	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	14	82 964	15 585	4 030	449	.8	.6
<b>APPLETON, WI (OUTAGAMIE COUNTY PART) *</b>								
513	Broadcasting & telecommunications .....	14	82 964	15 585	4 030	449	.8	.6
<b>ASHWAUBENON, WI</b>								
512	Motion picture & sound recording industries .....	3	D	D	D	b	D	D
5121	Motion picture & video industries .....	3	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	3	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	8	56 537	11 142	2 745	320	—	.1
5131	Radio & television broadcasting .....	3	D	D	D	c	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BEAVER DAM, WI</b>								
513	Broadcasting & telecommunications .....	5	D	D	D	b	D	D
<b>BLACK RIVER FALLS, WI</b>								
513	Broadcasting & telecommunications .....	3	D	D	D	b	D	D
<b>BROOKFIELD, WI</b>								
512	Motion picture & sound recording industries .....	4	D	D	D	b	D	D
5121	Motion picture & video industries .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	29	466 645	46 552	12 968	836	.1	3.7
514	Information services & data processing services .....	6	154 035	49 987	21 596	924	—	4.0
5142	Data processing services .....	6	154 035	49 987	21 596	924	—	4.0
51421	Data processing services .....	6	154 035	49 987	21 596	924	—	4.0
514210	Data processing services .....	6	154 035	49 987	21 596	924	—	4.0
<b>BROWN DEER, WI</b>								
513	Broadcasting & telecommunications .....	2	D	D	D	c	D	D
5131	Radio & television broadcasting .....	1	D	D	D	c	D	D
514	Information services & data processing services .....	2	D	D	D	c	D	D
<b>CLINTONVILLE, WI</b>								
513	Broadcasting & telecommunications .....	7	D	D	D	b	D	D
<b>DELAFIELD, WI</b>								
512	Motion picture & sound recording industries .....	1	D	D	D	b	D	D
5121	Motion picture & video industries .....	1	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	1	D	D	D	b	D	D
<b>DE PERE, WI</b>								
513	Broadcasting & telecommunications .....	3	D	D	D	c	D	D
<b>DODGEVILLE, WI</b>								
513	Broadcasting & telecommunications .....	2	D	D	D	b	D	D
<b>EAU CLAIRE, WI *</b>								
512	Motion picture & sound recording industries .....	4	D	D	D	b	D	D
5121	Motion picture & video industries .....	4	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	13	70 801	12 514	3 458	396	.7	—
5131	Radio & television broadcasting .....	2	D	D	D	c	D	D
<b>EAU CLAIRE, WI (CHIPPEWA COUNTY PART) *</b>								
513	Broadcasting & telecommunications .....	2	D	D	D	b	D	D
<b>EAU CLAIRE, WI (EAU CLAIRE COUNTY PART) *</b>								
512	Motion picture & sound recording industries .....	4	D	D	D	b	D	D
5121	Motion picture & video industries .....	4	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	11	D	D	D	e	D	D
5131	Radio & television broadcasting .....	2	D	D	D	c	D	D
<b>ELKHORN, WI</b>								
513	Broadcasting & telecommunications .....	1	D	D	D	b	D	D
<b>FOND DU LAC, WI</b>								
513	Broadcasting & telecommunications .....	8	D	D	D	c	D	D
<b>FOX POINT, WI</b>								
512	Motion picture & sound recording industries .....	2	D	D	D	a	D	D
5121	Motion picture & video industries .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GLENDALE, WI</b>								
512	Motion picture & sound recording industries .....	4	D	D	D	b	D	D
5121	Motion picture & video industries .....	3	D	D	D	b	D	D
5122	Sound recording industries .....	1	D	D	D	b	D	D
<b>GRAND CHUTE TOWN, WI</b>								
512	Motion picture & sound recording industries .....	2	D	D	D	b	D	D
5121	Motion picture & video industries .....	2	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	2	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	11	D	D	D	e	D	D
514	Information services & data processing services .....	3	D	D	D	c	D	D
<b>GREEN BAY, WI</b>								
512	Motion picture & sound recording industries .....	9	5 889	1 880	452	108	8.2	—
5121	Motion picture & video industries .....	8	D	D	D	c	D	D
51213	Motion picture & video exhibition .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	19	78 455	20 823	4 913	585	—	8.5
5131	Radio & television broadcasting .....	9	45 125	15 645	3 728	451	—	1.0
51311	Radio broadcasting .....	5	D	D	D	c	D	D
513112	Radio stations .....	5	D	D	D	c	D	D
514	Information services & data processing services .....	13	D	D	D	e	D	D
5141	Information services .....	5	12 011	3 579	831	122	3.4	87.5
51419	Other information services .....	5	12 011	3 579	831	122	3.4	87.5
5142	Data processing services .....	8	D	D	D	e	D	D
51421	Data processing services .....	8	D	D	D	e	D	D
514210	Data processing services .....	8	D	D	D	e	D	D
<b>GREENFIELD, WI</b>								
512	Motion picture & sound recording industries .....	2	D	D	D	b	D	D
5121	Motion picture & video industries .....	2	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	2	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	10	36 651	5 906	1 573	142	—	3.2
<b>JANESVILLE, WI</b>								
513	Broadcasting & telecommunications .....	7	D	D	D	c	D	D
514	Information services & data processing services .....	9	D	D	D	e	D	D
<b>KENOSHA, WI</b>								
512	Motion picture & sound recording industries .....	4	D	D	D	b	D	D
5121	Motion picture & video industries .....	4	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	3	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	4	D	D	D	b	D	D
<b>KIMBERLY, WI</b>								
513	Broadcasting & telecommunications .....	1	D	D	D	c	D	D
<b>LA CROSSE, WI</b>								
512	Motion picture & sound recording industries .....	8	D	D	D	b	D	D
5121	Motion picture & video industries .....	8	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	4	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	14	66 193	17 471	4 448	577	—	1.4
5131	Radio & television broadcasting .....	8	11 511	4 344	1 024	209	—	7.9
<b>LITTLE CHUTE, WI</b>								
513	Broadcasting & telecommunications .....	2	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MADISON, WI</b>								
5112	Software publishers .....	20	65 743	28 087	5 923	545	1.8	8.1
51121	Software publishers .....	20	65 743	28 087	5 923	545	1.8	8.1
511210	Software publishers .....	20	65 743	28 087	5 923	545	1.8	8.1
512	Motion picture & sound recording industries .....	25	15 870	3 665	848	288	4.8	.7
5121	Motion picture & video industries .....	22	D	D	D	c	D	D
51213	Motion picture & video exhibition .....	8	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins) .....	8	D	D	D	c	D	D
513	Broadcasting & telecommunications .....	46	629 712	52 835	14 110	1 493	—	.3
5131	Radio & television broadcasting .....	9	40 827	13 318	3 384	470	—	.7
514	Information services & data processing services .....	18	68 712	17 342	4 250	435	4.7	2.3
5142	Data processing services .....	9	65 727	16 373	4 037	406	3.4	1.9
51421	Data processing services .....	9	65 727	16 373	4 037	406	3.4	1.9
514210	Data processing services .....	9	65 727	16 373	4 037	406	3.4	1.9
<b>MARSHFIELD, WI *</b>								
513	Broadcasting & telecommunications .....	4	D	D	D	b	D	D
<b>MARSHFIELD, WI (WOOD COUNTY PART) *</b>								
513	Broadcasting & telecommunications .....	4	D	D	D	b	D	D
<b>MEDFORD, WI</b>								
513	Broadcasting & telecommunications .....	3	D	D	D	b	D	D
<b>MENOMONEE FALLS, WI</b>								
512	Motion picture & sound recording industries .....	2	D	D	D	b	D	D
5121	Motion picture & video industries .....	2	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	7	D	D	D	b	D	D
<b>MEQUON, WI</b>								
512	Motion picture & sound recording industries .....	4	D	D	D	b	D	D
5121	Motion picture & video industries .....	4	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	1	D	D	D	b	D	D
<b>MIDDLETON, WI</b>								
512	Motion picture & sound recording industries .....	3	D	D	D	b	D	D
5121	Motion picture & video industries .....	3	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	2	D	D	D	c	D	D
514	Information services & data processing services .....	4	D	D	D	e	D	D
5142	Data processing services .....	3	D	D	D	e	D	D
51421	Data processing services .....	3	D	D	D	e	D	D
514210	Data processing services .....	3	D	D	D	e	D	D
<b>MILWAUKEE, WI *</b>								
5112	Software publishers .....	13	D	D	D	c	D	D
51121	Software publishers .....	13	D	D	D	c	D	D
511210	Software publishers .....	13	D	D	D	c	D	D
512	Motion picture & sound recording industries .....	39	31 104	7 646	1 518	410	8.3	2.0
5121	Motion picture & video industries .....	38	D	D	D	e	D	D
51213	Motion picture & video exhibition .....	12	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins) .....	10	D	D	D	c	D	D
51219	Post production & other motion picture & video industries .....	11	D	D	D	c	D	D
512191	Teleproduction & other postproduction services .....	9	D	D	D	c	D	D
513	Broadcasting & telecommunications .....	97	741 535	152 796	40 482	3 329	.3	9.8
5131	Radio & television broadcasting .....	13	D	D	D	f	D	D
51311	Radio broadcasting .....	8	D	D	D	c	D	D
513112	Radio stations .....	8	D	D	D	c	D	D
51312	Television broadcasting .....	5	D	D	D	f	D	D
513120	Television broadcasting .....	5	D	D	D	f	D	D
514	Information services & data processing services .....	34	103 071	51 657	12 234	1 084	1.5	2.7
5141	Information services .....	15	12 219	3 144	732	109	11.7	10.5
5142	Data processing services .....	19	90 852	48 513	11 502	975	.1	1.6
51421	Data processing services .....	19	90 852	48 513	11 502	975	.1	1.6
514210	Data processing services .....	19	90 852	48 513	11 502	975	.1	1.6

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NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE, WI (MILWAUKEE COUNTY PART) *</b>								
5112	Software publishers .....	13	D	D	D	c	D	D
51121	Software publishers .....	13	D	D	D	c	D	D
511210	Software publishers .....	13	D	D	D	c	D	D
512	Motion picture & sound recording industries .....	39	31 104	7 646	1 518	410	8.3	2.0
5121	Motion picture & video industries .....	38	D	D	D	e	D	D
51213	Motion picture & video exhibition .....	12	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins) .....	10	D	D	D	c	D	D
51219	Post production & other motion picture & video industries .....	11	D	D	D	c	D	D
512191	Teleproduction & other postproduction services .....	9	D	D	D	c	D	D
513	Broadcasting & telecommunications .....	97	741 535	152 796	40 482	3 329	.3	9.8
5131	Radio & television broadcasting .....	13	D	D	D	f	D	D
51311	Radio broadcasting .....	8	D	D	D	c	D	D
513112	Radio stations .....	8	D	D	D	c	D	D
51312	Television broadcasting .....	5	D	D	D	f	D	D
513120	Television broadcasting .....	5	D	D	D	f	D	D
514	Information services & data processing services .....	34	103 071	51 657	12 234	1 084	1.5	2.7
5141	Information services .....	15	12 219	3 144	732	109	11.7	10.5
5142	Data processing services .....	19	90 852	48 513	11 502	975	.1	1.6
51421	Data processing services .....	19	90 852	48 513	11 502	975	.1	1.6
514210	Data processing services .....	19	90 852	48 513	11 502	975	.1	1.6
<b>MONONA, WI</b>								
514	Information services & data processing services .....	3	D	D	D	c	D	D
5142	Data processing services .....	2	D	D	D	c	D	D
51421	Data processing services .....	2	D	D	D	c	D	D
514210	Data processing services .....	2	D	D	D	c	D	D
<b>MONROE, WI</b>								
514	Information services & data processing services .....	1	D	D	D	c	D	D
<b>NEW BERLIN, WI</b>								
512	Motion picture & sound recording industries .....	3	4 036	852	195	58	D	—
5121	Motion picture & video industries .....	3	4 036	852	195	58	D	—
51213	Motion picture & video exhibition .....	1	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	3	D	D	D	b	D	D
514	Information services & data processing services .....	5	D	D	D	e	D	D
5141	Information services .....	1	D	D	D	b	D	D
51419	Other information services .....	1	D	D	D	b	D	D
5142	Data processing services .....	4	D	D	D	e	D	D
51421	Data processing services .....	4	D	D	D	e	D	D
514210	Data processing services .....	4	D	D	D	e	D	D
<b>OAK CREEK, WI</b>								
512	Motion picture & sound recording industries .....	3	D	D	D	b	D	D
5121	Motion picture & video industries .....	3	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	2	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	2	D	D	D	b	D	D
514	Information services & data processing services .....	2	D	D	D	b	D	D
<b>ONALASKA, WI</b>								
513	Broadcasting & telecommunications .....	2	D	D	D	b	D	D
<b>OSHKOSH, WI</b>								
512	Motion picture & sound recording industries .....	1	D	D	D	b	D	D
5121	Motion picture & video industries .....	1	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	1	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	6	20 347	3 837	1 057	132	19.2	3.7
<b>PEWAUKEE TOWN, WI</b>								
513	Broadcasting & telecommunications .....	11	D	D	D	f	D	D
514	Information services & data processing services .....	2	D	D	D	b	D	D
<b>PEWAUKEE, WI</b>								
512	Motion picture & sound recording industries .....	2	D	D	D	c	D	D
5121	Motion picture & video industries .....	2	D	D	D	c	D	D
51213	Motion picture & video exhibition .....	1	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	1	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>PLYMOUTH, WI</b>								
513	Broadcasting & telecommunications .....	4	D	D	D	b	D	D
<b>PORTAGE, WI</b>								
513	Broadcasting & telecommunications .....	3	D	D	D	b	D	D
<b>RACINE, WI</b>								
512	Motion picture & sound recording industries .....	3	D	D	D	b	D	D
5121	Motion picture & video industries .....	3	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	2	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	9	D	D	D	c	D	D
<b>RHINELANDER, WI</b>								
513	Broadcasting & telecommunications .....	7	24 965	4 300	1 039	154	—	—
<b>RICE LAKE, WI</b>								
513	Broadcasting & telecommunications .....	3	D	D	D	b	D	D
<b>SHEBOYGAN, WI</b>								
512	Motion picture & sound recording industries .....	2	D	D	D	b	D	D
5121	Motion picture & video industries .....	2	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	1	D	D	D	b	D	D
<b>STEVENS POINT, WI</b>								
513	Broadcasting & telecommunications .....	3	D	D	D	b	D	D
<b>SUN PRAIRIE, WI</b>								
512	Motion picture & sound recording industries .....	1	D	D	D	b	D	D
5121	Motion picture & video industries .....	1	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	1	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	2	D	D	D	b	D	D
<b>TOMAH, WI</b>								
513	Broadcasting & telecommunications .....	3	D	D	D	c	D	D
<b>TWO RIVERS, WI</b>								
513	Broadcasting & telecommunications .....	2	D	D	D	b	D	D
<b>WATERTOWN, WI *</b>								
513	Broadcasting & telecommunications .....	2	D	D	D	a	D	D
<b>WATERTOWN, WI (DODGE COUNTY PART) *</b>								
513	Broadcasting & telecommunications .....	1	D	D	D	a	D	D
<b>WAUKESHA, WI</b>								
5112	Software publishers .....	5	36 312	10 855	2 286	196	.1	—
51121	Software publishers .....	5	36 312	10 855	2 286	196	.1	—
511210	Software publishers .....	5	36 312	10 855	2 286	196	.1	—
512	Motion picture & sound recording industries .....	2	D	D	D	b	D	D
5121	Motion picture & video industries .....	2	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	1	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	12	D	D	D	e	D	D
<b>WAUSAU, WI</b>								
513	Broadcasting & telecommunications .....	15	101 326	12 320	3 069	418	—	.9
5131	Radio & television broadcasting .....	4	D	D	D	c	D	D
<b>WAUWATOSA, WI</b>								
513	Broadcasting & telecommunications .....	14	117 841	13 095	3 645	377	1.3	12.6

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WEST ALLIS, WI</b>								
5112	Software publishers .....	10	D	D	D	c	D	D
51121	Software publishers .....	10	D	D	D	c	D	D
511210	Software publishers .....	10	D	D	D	c	D	D
512	Motion picture & sound recording industries .....	8	7 301	2 730	639	129	5.9	.3
5121	Motion picture & video industries .....	8	7 301	2 730	639	129	5.9	.3
51213	Motion picture & video exhibition .....	2	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	16	73 578	11 226	3 024	315	—	4.0
514	Information services & data processing services .....	4	D	D	D	c	D	D
<b>WISCONSIN RAPIDS, WI</b>								
513	Broadcasting & telecommunications .....	6	21 402	4 612	1 104	159	—	6.4
<b>BALANCE OF BARRON COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	7	D	D	D	b	D	D
<b>BALANCE OF BROWN COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	6	D	D	D	c	D	D
<b>BALANCE OF COLUMBIA COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	7	D	D	D	b	D	D
<b>BALANCE OF DANE COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	6	D	D	D	b	D	D
5121	Motion picture & video industries .....	3	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	11	D	D	D	e	D	D
5131	Radio & television broadcasting .....	5	D	D	D	c	D	D
51311	Radio broadcasting .....	5	D	D	D	c	D	D
513112	Radio stations .....	4	D	D	D	b	D	D
<b>BALANCE OF DODGE COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	5	D	D	D	b	D	D
<b>BALANCE OF KENOSHA COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	5	D	D	D	b	D	D
<b>BALANCE OF MARATHON COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	9	D	D	D	b	D	D
<b>BALANCE OF MARINETTE COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	5	D	D	D	b	D	D
<b>BALANCE OF ONEIDA COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	8	18 299	2 738	597	98	—	10.9
<b>BALANCE OF POLK COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	10	D	D	D	b	D	D
<b>BALANCE OF ST. CROIX COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	8	D	D	D	b	D	D
<b>BALANCE OF TREMPLEAU COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	9	12 604	1 956	443	68	—	41.3
<b>BALANCE OF VERNON COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	6	D	D	D	b	D	D
<b>BALANCE OF VILAS COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	2	D	D	D	b	D	D
5121	Motion picture & video industries .....	2	D	D	D	b	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF WALWORTH COUNTY, WI</b>								
513	Broadcasting & telecommunications .....	5	D	D	D	b	D	D
<b>BALANCE OF WAUKESHA COUNTY, WI</b>								
512	Motion picture & sound recording industries .....	6	D	D	D	b	D	D
5121	Motion picture & video industries .....	6	D	D	D	b	D	D
51213	Motion picture & video exhibition .....	2	D	D	D	b	D	D
513	Broadcasting & telecommunications .....	8	D	D	D	c	D	D

<sup>1</sup>Includes receipts information obtained from administrative records of other Federal agencies.

<sup>2</sup>Includes receipts information which was imputed based on historic company ratios or administrative records, or on industry averages.

# Appendix A.

## Explanation of Terms

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### **ANNUAL PAYROLL (\$1,000)**

Payroll includes all forms of compensation, such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees. Also included are tips and gratuities received by employees from patrons and reported to employers and the value of payments in kind (e.g., free meals and lodging). If an employee works at more than one location, the payroll is included in the one location where they spend most of their time. Also included are salaries of professional service organizations or associations which operate under state professional corporation statutes and file a corporate Federal income tax return. Excluded are payrolls of departments or concessions operated by other companies at the establishment. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service (IRS) on Form 941.

### **FIRST-QUARTER PAYROLL (\$1,000)**

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

### **NUMBER OF ESTABLISHMENTS**

An establishment is a single physical location at which business is conducted and/or services are provided. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Economic census figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Each economic census establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 1997.

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. An establishment is included in the census if it is an employer, the establishment has \$1,000 in payroll, and was in operation at any time during 1997. Leased service departments (separately owned businesses operated as departments or concessions of other service establishments or of retail businesses, such as a separately owned shoeshine parlor in a barber shop, or a beauty shop in a department store) are treated as separate service establishments for census purposes. Leased retail departments located in service establishments (e.g., a gift shop located at a hotel) are considered separate retail establishments.

### **NUMBER OF PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12**

Paid employees consists of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; and members of a professional service organization or association which operates under state professional corporation statutes and files a corporate Federal income tax return. Not included are proprietors and partners of unincorporated businesses, and employees of departments or concessions operated by other companies at the establishment. The definition of paid employees is the same as that used on IRS Form 941.

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

Includes receipts from customers or clients for services rendered, from the use of facilities, and from merchandise sold during 1997, whether or not payment was received in 1997. Receipts include royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property). Receipts also include the rental and leasing of vehicles, equipment, instruments, tools, etc.; total value of service contracts; market value of compensation received in lieu of cash; amounts received for work subcontracted

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to others; dues and assessments for members and affiliates; this establishment's share of receipts from departments, concessions, and vending and amusement machines operated by others. Receipts from services provided to foreign customers from U.S. locations, including services performed for foreign parent firms, subsidiaries, and branches are included. Public broadcast stations and libraries include receipts from contributions, gifts, grants, and income from interest, rental of real estate, and dividends.

Receipts do not include sales and other taxes collected directly from customers of clients and paid directly to a local, state, or Federal tax agency. Also excluded are gross receipts collected on behalf of others; gross receipts or departments or concessions operated by others; sales of used equipment previously rented or leased to customers; proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for

resale); contributions, gifts, grants, and income from interest, rental of real estate, and dividends EXCEPT for public broadcast stations and libraries; domestic intracompany transfers; receipts of foreign subsidiaries; and other non-operating income.

**SALES, RECEIPTS, OR REVENUE ESTIMATED (PERCENT)**

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

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

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

# Appendix B.

## NAICS Codes, Titles, and Descriptions

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### 51 INFORMATION

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

The main components of this sector are the publishing industries, including software publishing, the motion picture and sound recording industries, the broadcasting and telecommunications industries, and the information services and data processing services industries.

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

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

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

Unlike traditional goods, an “information or cultural product,” such as a newspaper on-line or television program, does not necessarily have tangible qualities, nor is it necessarily associated with a particular form. A movie can be shown at a movie theater, on a television broadcast, through video-on-demand or rented at a local video store. A sound recording can be aired on radio, embedded in multimedia products, or sold at a record store.

Unlike traditional services, the delivery of these products does not require direct contact between the supplier and the consumer.

The value of these products to the consumer lies in their informational, educational, cultural, or entertainment content, not in the format in which they are distributed. Most of these products are protected from unlawful reproduction by copyright laws.

The intangible property aspect of information and cultural products makes the processes involved in their production and distribution very different from goods and services. Only those possessing the rights to these works are authorized to reproduce, alter, improve, and distribute them. Acquiring and using these rights often involves significant costs. In addition, technology is revolutionizing the distribution of these products. It is possible to distribute them in a physical form, via broadcast, or on-line.

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

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

Many of the industries in the NAICS Information sector are engaged in producing products protected by copyright law, or in distributing them (other than distribution by traditional wholesale and retail methods). Examples are traditional publishing industries, software and database publishing industries, and film and sound industries.



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Broadcasting and telecommunications industries and information providers and processors are also included in the Information sector, because their technologies are so closely linked to other industries in the Information sector.

### **511 Publishing Industries**

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

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

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

The Information sector does not include products, such as manifold business forms. Information is not the essential component of these items. Establishments producing these items are included in Manufacturing Subsector 323, Printing and Related Support Activities.

#### **5111 Newspaper, Periodical, Book, and Database Publishers**

This industry group comprises establishments primarily engaged in publishing newspapers, magazines, other periodicals, books, databases, and other works, such as calendars, greeting cards, and maps. These works are characterized by the intellectual creativity required in their

development and are usually protected by copyright. Publishers distribute or arrange for the distribution of these works.

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

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

#### **51111 Newspaper Publishers**

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

#### **511110 Newspaper Publishers**

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

The data published with NAICS code 511110 include the following SIC industry:

2711 Newspapers

#### **51112 Periodical Publishers**

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

#### **511120 Periodical Publishers**

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

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The data published with NAICS code 511120 include the following SIC industry:

2721 Periodicals

This definition comes from the 1997 NAICS manual. However, for this industry, the 1997 Economic Census — Manufacturing implemented the conversion to NAICS differently. Data for NAICS industry 511120 do not include establishments primarily engaged in publishing shopping news. The NAICS definitions will be fully implemented with the 2002 Economic Census.

### **51113 Book Publishers**

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

### **511130 Book Publishers**

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

The data published with NAICS code 511130 include the following SIC industry:

2731 Book publishing (pt)

### **51114 Database and Directory Publishers**

This industry comprises establishments primarily engaged in publishing compilations and collections of information or facts that are logically organized to facilitate their use. These collections may be published in print or electronic form. Electronic versions may be provided directly to customers by the establishment or offered through on-line services or third-party vendors.

### **511140 Database and Directory Publishers**

This industry comprises establishments primarily engaged in publishing compilations and collections of information or facts that are logically organized to facilitate their use. These collections may be published in print or electronic form. Electronic versions may be provided directly to customers by the establishment or offered through on-line services or third-party vendors.

The data published with NAICS code 511140 include the following SIC industries:

2741 Miscellaneous publishing (pt)

7331 Direct mail advertising services (pt)

### **51119 Other Publishers**

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

### **511191 Greeting Card Publishers**

This U.S. industry comprises establishments primarily engaged in publishing greeting cards.

The data published with NAICS code 511191 include the following SIC industry:

2771 Greeting cards (pt)

### **511199 All Other Publishers**

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

The data published with NAICS code 511199 include the following SIC industry:

2741 Miscellaneous publishing (pt)

This definition comes from the 1997 NAICS manual. However, for this industry, the 1997 Economic Census Manufacturing implemented the conversion to NAICS differently. Data for NAICS industry 511199 include establishments primarily engaged in publishing shopping news. The NAICS definitions will be fully implemented with the 2002 Economic Census.

### **5112 Software Publishers**

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

### **51121 Software Publishers**

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

### **511210 Software Publishers**

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out

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operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only.

The data published with NAICS code 511210 are comprised of the following SIC industry:

7372 Software Publishers

## **512 Motion Picture and Sound Recording Industries**

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

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

### **5121 Motion Picture and Video Industries**

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

#### **51211 Motion Picture and Video Production**

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

#### **512110 Motion Picture and Video Production**

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

The data published with NAICS code 512110 are comprised of the following SIC industry:

7812 Motion Picture and Video Tape Production

#### **5121101 Motion Picture Production (Except for Television)**

Establishments primarily engaged in the production (or production and distribution combined) of motion pictures and tapes (including videos) for exhibition other than for television.

#### **5121102 Motion Picture and Video Production for Television**

Establishments primarily engaged in the production (or production and distribution combined) of motion pictures and video tapes for television exhibition.

#### **51212 Motion Picture and Video Distribution**

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

#### **512120 Motion Picture and Video Distribution**

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

The data published with NAICS code 512120 are comprised of these parts of the following SIC industries:

7822 (pt) Motion Picture Film Exchanges

7822 (pt) Film or Tape Distribution for Television

#### **5121201 Motion Picture Film Exchanges**

Establishments primarily engaged in distributing films to exhibitors other than in the field of television. Establishments which distribute movies to airlines are classified here.

#### **5121202 Film or Tape Distribution for Television**

Establishments primarily engaged in distributing film or tape to exhibitors in the field of television.

#### **51213 Motion Picture and Video Exhibition**

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

#### **512131 Motion Picture Theaters (Except Drive-Ins)**

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

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The data published with NAICS code 512131 are comprised of the following SIC industry:

7832 Motion Picture Theaters (Except Drive-Ins)

### **512132 Drive-In Motion Picture Theaters**

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

The data published with NAICS code 512132 are comprised of the following SIC industry:

7833 Drive-In Motion Picture Theaters

### **51219 Postproduction Services and Other Motion Picture and Video Industries**

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

### **512191 Teleproduction and Other Postproduction Services**

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

The data published with NAICS code 512191 are comprised of this part of the following SIC industry:

7819 (pt) Teleproduction and Other Postproduction Services

### **512199 Other Motion Picture and Video Industries**

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

The data published with NAICS code 512199 are comprised of these parts of the following SIC industries:

7819 (pt) All Other Services Allied to Motion Picture Production

7829 Services Allied to Film and Video Distribution

### **5121991 Services Allied to Motion Picture Production**

Establishments primarily engaged in providing services allied to motion picture and video production.

### **5121992 Services Allied to Film and Video Distribution**

Establishments primarily engaged in performing allied services to motion picture distribution, such as film delivery services and film purchasing and booking agencies.

### **5122 Sound Recording Industries**

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

### **51221 Record Production**

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

### **512210 Record Production**

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

The data published with NAICS code 512210 are comprised of this part of the following SIC industry:

8999 (pt) Record Production

### **51222 Integrated Record Production/Distribution**

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

### **512220 Integrated Record Production/Distribution**

This industry comprises establishments primarily engaged in releasing, promoting, and distributing sound recordings. These establishments manufacture or arrange

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

The data published with NAICS code 512220 are comprised of this part of the following SIC industry:

8999 (pt) Integrated Record Production and Distribution

### **51223 Music Publishers**

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

### **512230 Music Publishers**

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

The data published with NAICS code 512230 are comprised of these parts of the following SIC industries:

2731 (pt) Music Books: Publishing or Printing and Publishing

2741 (pt) Sheet Music Publishing

8999 (pt) Music Publishing (Except Sheet Music and Music Book Publishing)

### **5122301 Sheet Music Publishing**

Establishments primarily engaged in publishing sheet music.

### **5122302 Music Book Publishing**

Establishments primarily engaged in publishing music books.

### **5122309 Music Publishing (Except Sheet Music and Music Book Publishing)**

Establishments primarily engaged in acquiring and registering copyrights for musical compositions in accordance with law and promoting and authorizing the use of these compositions in recordings, radio, television, motion pictures, live performances, print, or other media generally through licensing agreements. These establishments may own the copyright or act as administrators of the music copyrights on behalf of copyright owners.

### **51224 Sound Recording Studios**

This industry comprises establishments primarily engaged in providing the facilities and technical expertise for sound recording in a studio. Establishments in this industry may provide audio production or postproduction services for producing master recordings, and may provide audio services for film, television, and video productions.

### **512240 Sound Recording Studios**

This industry comprises establishments primarily engaged in providing the facilities and technical expertise for sound recording in a studio. Establishments in this industry may provide audio production or postproduction services for producing master recordings, and may provide audio services for film, television, and video productions.

The data published with NAICS code 512240 are comprised of this part of the following SIC industry:

7389 (pt) Sound Recording Studios

### **51229 Other Sound Recording Industries**

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

### **512290 Other Sound Recording Industries**

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

The data published with NAICS code 512290 are comprised of these parts of the following SIC industries:

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7389 (pt) Audio Taping Services

7922 (pt) Producers of Taped Radio Programs

### **5122901 Audio Taping Services**

Establishments primarily engaged in providing audio taping of meetings and conferences or providing services, such as recording books onto tape, maintaining stock music for the media and other commercial users, and other services allied to the sound recording industries.

### **5122902 Producers of Taped Radio Programs**

Establishments primarily engaged in producing taped radio shows.

## **513 Broadcasting and Telecommunications**

Industries in the Broadcasting and Telecommunications subsector include establishments providing point-to-point communications and the services related to that activity. The industry groups (Radio and Television Broadcasting, Cable Networks and Program Distribution, and Telecommunications) are based on differences in the methods of communication and in the nature of services provided. The Radio and Television Broadcasting industry group includes establishments that operate broadcasting studios and facilities for over the air or satellite delivery of radio and television programs of entertainment, news, talk, and the like. These establishments are often engaged in the production and purchase of programs and generating revenues from the sale of air time to advertisers and from donations, subsidies, and/or the sale of programs. The Cable Networks and Program Distribution industry group includes two types of establishments. Those in the Cable Networks industry operate studios and facilities for the broadcasting of programs that are typically narrowcast in nature (limited format, such as news, sports, education, and youth-oriented programming). The services of these establishments are typically sold on a subscription or fee basis. Delivery of the programs to customers is handled by other establishments, in the Cable and Other Program Distribution industry, that operate cable systems, direct-to-home satellite systems, or other similar systems. The Telecommunications industry group is primarily engaged in operating, maintaining, and/or providing access to facilities for the transmission of voice, data, text, sound, and full motion picture video between network termination points. A transmission facility may be based on a single technology or a combination of technologies. Establishments primarily engaged as independent contractors in the maintenance and installation of broadcasting and telecommunications systems are classified in Sector 23, Construction.

### **5131 Radio and Television Broadcasting**

This industry group comprises establishments primarily engaged in operating broadcast studios and facilities for over-the-air or satellite delivery of radio and television programs. These establishments are often engaged in the

production or purchase of programs or generate revenues from the sale of air time to advertisers, from donations and subsidies, or from the sale of programs.

### **51311 Radio Broadcasting**

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

#### **513111 Radio Networks**

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

The data published with NAICS code 513111 are comprised of this part of the following SIC industry:

4832 (pt) Radio Networks

#### **513112 Radio Stations**

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

The data published with NAICS code 513112 are comprised of this part of the following SIC industry:

4832 (pt) Radio Stations

### **51312 Television Broadcasting**

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

#### **513120 Television Broadcasting**

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

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The data published with NAICS code 513120 are comprised of the following SIC industry:

4833 Television Broadcasting

### **5132 Cable Networks and Program Distribution**

This industry group comprises establishments that primarily assemble program material and transmit television programs for cable and satellite systems, or that operate these systems.

#### **51321 Cable Networks**

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

#### **513210 Cable Networks**

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

The data published with NAICS code 513210 are comprised of this part of the following SIC industry:

4841 (pt) Cable Networks

#### **51322 Cable and Other Program Distribution**

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

#### **513220 Cable and Other Program Distribution**

This industry comprises establishments primarily engaged as third-party distribution systems for broadcast programming. The establishments of this industry deliver visual, aural, or textual programming received from cable networks, local television stations, or radio networks to

consumers via cable or direct-to-home satellite systems on a subscription or fee basis. These establishments do not generally originate programming material.

The data published with NAICS code 513220 are comprised of this part of the following SIC industry:

4841 (pt) Cable and Other Program Distributor

### **5133 Telecommunications**

This industry group comprises establishments primarily engaged in operating, maintaining or providing access to facilities for the transmission of voice, data, text, and full motion picture video between network termination points and telecommunications reselling. Transmission facilities may be based on a single technology or a combination of technologies.

#### **51331 Wired Telecommunications Carriers**

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

#### **513310 Wired Telecommunications Carriers**

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

The data published with NAICS code 513310 are comprised of these parts of the following SIC industries:

4813 (pt) Local and Long-Distance Telephone Service

4822 Wired Telecommunications (Except Resellers) - Telegraph Service

#### **5133101 Wired Telecommunications Carriers - Local and Long Distance**

Establishments primarily engaged in operating and maintaining switching and transmission facilities to provide direct communications via landlines, microwave, or combination of landlines and satellite linkups. Also included are establishments primarily supporting the operation, maintenance, and access to the communication system.

#### **5133102 Wired Telecommunications Carriers - Telegraph Services**

Establishments primarily engaged in furnishing telegraph carrier services and other nonvocal message communication services.

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### **51332 Wireless Telecommunications Carriers (Except Satellite)**

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

#### **513321 Paging**

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

The data published with NAICS code 513321 are comprised of this part of the following SIC industry:

4812 (pt) Paging Service

#### **513322 Cellular and Other Wireless Telecommunications**

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

The data published with NAICS code 513322 are comprised of these parts of the following SIC industries:

4812 (pt) Cellular Telephone Services

4812 (pt) Other Mobile Radio Services

4899 (pt) Radio Dispatch Services

#### **5133221 Cellular Telephone Services**

Establishments primarily engaged in providing wireless cellular networks using wireless cellular telephones and other telecommunications services. The establishments of this industry may also supply and maintain equipment used to receive signals in addition to providing the network.

#### **5133222 Specialized (SMR) and Other Mobile Radio Services**

Establishments primarily engaged in providing wireless telecommunications services (except cellular, paging, and radio dispatch).

#### **5133223 Radio Dispatch Services**

Establishments primarily engaged in providing radio dispatch services.

#### **51333 Telecommunications Resellers**

This industry comprises establishments primarily engaged in purchasing access and network capacity from owners and operators of the networks and reselling wired and wireless telecommunications services to businesses

and households. Establishments in this industry resell telecommunications; they do not operate and maintain telecommunications switching and transmission facilities.

#### **513330 Telecommunications Resellers**

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

The data published with NAICS code 513330 are comprised of these parts of the following SIC industries:

4812 (pt) Cellular and Paging Resellers

4813 (pt) Telephone Communications (Except Radiophone) Resellers

#### **5133301 Resellers - Cellular or Other Wireless Services**

Establishments primarily engaged in purchasing access and network capacity from owners and operators of networks and then reselling wireless communications services to businesses and households. These establishments do not operate or maintain a network.

#### **5133302 Resellers - Wired Telephone Services**

Establishment primarily engaged in purchasing access and network capacity from owners and operators of the networks and reselling wired telecommunication services to businesses and households. These establishments do not operate or maintain a network.

#### **51334 Satellite Telecommunications**

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

#### **513340 Satellite Telecommunications**

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

The data published with NAICS code 513340 are comprised of this part of the following SIC industry:

4899 (pt) Satellite Telecommunications



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## **51339 Other Telecommunications**

This industry comprises establishments primarily engaged in (1) providing specialized telecommunications applications, such as satellite tracking, communications telemetry, and radar station operations or (2) providing satellite terminal stations and associated facilities operationally connected with one or more terrestrial communications systems and capable of transmitting telecommunications to or receiving telecommunications from satellite systems.

### **513390 Other Telecommunications**

This industry comprises establishments primarily engaged in (1) providing specialized telecommunications applications, such as satellite tracking, communications telemetry, and radar station operations or (2) providing satellite terminal stations and associated facilities operationally connected with one or more terrestrial communications systems and capable of transmitting telecommunications to or receiving telecommunications from satellite systems.

The data published with NAICS code 513390 are comprised of this part of the following SIC industry:

4899 (pt) Other Telecommunications

## **514 Information Services and Data Processing Services**

Industries in the Information Services and Data Processing Services subsector group establishments providing information, storing information, providing access to information, and processing information. The main components of the subsector are news syndicates, libraries, archives, on-line information service providers, and data processors.

### **5141 Information Services**

This industry group comprises establishments primarily engaged in providing information, storing information, and/or providing access to information.

#### **51411 News Syndicates**

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

#### **514110 News Syndicates**

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

The data published with NAICS code 514110 are comprised of the following SIC industry:

7383 News Syndicates

## **51412 Libraries and Archives**

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

### **514120 Libraries and Archives**

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

The data published with NAICS code 514120 are comprised of the following SIC industry:

8231 Libraries and Archives

### **51419 Other Information Services**

This industry comprises establishments primarily engaged in providing information services (except news syndicates, libraries, and archives). Included in this industry are Internet service providers, on-line information access services, and telephone-based (i.e., toll call) information services. On-line information services establishments are engaged in the provision of direct access to computer-held information published by others via telecommunications networks. These establishments often provide electronic mail services, bulletin boards, browsers, and search routines.

#### **514191 Online Information Services**

This U.S. industry comprises Internet access providers, Internet service providers, and similar establishments primarily engaged in providing direct access through telecommunications networks to computer-held information compiled or published by others.

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The data published with NAICS code 514191 are comprised of the following SIC industry:

7375 Online Information Services

### **514199 All Other Information Services**

This U.S. industry comprises establishments primarily engaged in providing information services (except news syndicates, libraries, archives, and online information access). Activities performed by establishments in this industry include telephone-based information recordings and information search services on a contract basis.

The data published with NAICS code 514199 are comprised of this part of the following SIC industry:

8999 (pt) All Other Information Services, NEC

### **5142 Data Processing Services**

This industry comprises establishments primarily engaged in providing electronic data processing services. These establishments may provide complete processing and preparation of reports from data supplied by customers; specialized services, such as automated data entry services; or may make data processing resources available to clients on an hourly or timesharing basis.

### **51421 Data Processing Services**

This industry comprises establishments primarily engaged in providing electronic data processing services. These establishments may provide complete processing and preparation of reports from data supplied by customers; specialized services, such as automated data entry services; or may make data processing resources available to clients on an hourly or timesharing basis.

### **514210 Data Processing Services**

This industry comprises establishments primarily engaged in providing electronic data processing services. These establishments may provide complete processing and preparation of reports from data supplied by customers; specialized services, such as automated data entry services; or may make data processing resources available to clients on an hourly or timesharing basis.

The data published with NAICS code 514210 are comprised of the following SIC industry:

7374 Data Processing Services

# Appendix C.

## Coverage and Methodology

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### MAIL/NONMAIL UNIVERSE

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

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

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

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

### INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

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

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

1. The mail universe.
  - a. Establishments in the mail universe were classified on the basis of their self-designation, sources of receipts, and other industry-specific inquiries.
2. The nonmail universe.
  - a. Selected small employers were classified on the basis of the most current kind-of-business classification available from one of the Census Bureau’s current sample surveys or the 1992 Economic Census. Otherwise, the classification was obtained from administrative records of other Federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 1997 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1997 census kind-of-business code.
  - b. Nonemployers were classified on the basis of information obtained from administrative records of other Federal agencies.

### RELIABILITY OF DATA

All data compiled for this sector are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual

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

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

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

The Census Bureau obtains limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication.

#### **TREATMENT OF NONRESPONSE**

Census report forms included two different types of inquiries, "basic" and "industry-specific." Data for the basic inquiries, which include location, kind of business or

operation, receipts, payroll, number of employees, and legal form of organization, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report, were available only from the establishments in the mail universe that completed the appropriate inquiries on the questionnaire.

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. Data presented for industry-specific inquiries based on a December 31 reference date were expanded in direct relationship to total receipts of only those establishments in business at the end of the year. Unless otherwise noted in specific reports, data for other industry-specific inquiries were expanded in direct relationship to total receipts of all establishments included in the category. In a few cases expansion on the basis of the receipts item 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 data were expanded to account for nonmail employers and nonrespondents include a coverage indicator for each publication category, which shows the receipts of establishments responding to the industry-specific inquiry as a percent of total receipts for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

# Appendix D.

## Geographic Notes

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### WISCONSIN

**Appleton** is in Calumet, Outagamie, and Winnebago Counties.

**Bayside** is in Milwaukee and Ozaukee Counties.

**Berlin** is in Green Lake and Waushara Counties.

**Burlington** is in Racine and Walworth Counties.

**Columbus** is in Columbia and Dodge Counties.

**Eau Claire** is in Chippewa and Eau Claire Counties.

**Hartford** is in Dodge and Washington Counties.

**Kewaskum** is in Fond du Lac and Washington Counties.

**Kiel** is in Calumet and Manitowoc Counties.

**Marshfield** is in Marathon and Wood Counties.

**Menasha** is in Calumet and Winnebago Counties.

**Milwaukee** is in Milwaukee, Washington, and Waukesha Counties.

**Mukwonago** is in Walworth and Waukesha Counties.

**New London** is in Outagamie and Waupaca Counties.

**River Falls** is in Pierce and St. Croix Counties.

**Watertown** is in Dodge and Jefferson Counties.

**Waupun** is in Dodge and Fond du Lac Counties.

**Whitewater** is in Jefferson and Walworth Counties.

# Appendix E. Metropolitan Areas

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## **WISCONSIN**

### **Appleton—Oshkosh—Neenah, WI MSA**

Calumet County, WI  
Outagamie County, WI  
Winnebago County, WI

### **Chicago—Gary—Kenosha, IL—IN—WI CMSA**

Chicago, IL PMSA  
Cook County, IL  
DeKalb County, IL  
DuPage County, IL  
Grundy County, IL  
Kane County, IL  
Kendall County, IL  
Lake County, IL  
McHenry County, IL  
Will County, IL

Gary, IN PMSA  
Lake County, IN  
Porter County, IN

Kankakee, IL PMSA  
Kankakee County, IL

Kenosha, WI PMSA  
Kenosha County, WI

### **Duluth—Superior, MN—WI MSA**

St. Louis County, MN  
Douglas County, WI

### **Eau Claire, WI MSA**

Chippewa County, WI  
Eau Claire County, WI

### **Green Bay, WI MSA**

Brown County, WI

### **Janesville—Beloit, WI MSA**

Rock County, WI

### **Kenosha, WI PMSA**

Kenosha County, WI

### **La Crosse, WI—MN MSA**

Houston County, MN  
La Crosse County, WI

### **Madison, WI MSA**

Dane County, WI

### **Milwaukee—Waukesha, WI PMSA**

Milwaukee County, WI  
Ozaukee County, WI  
Washington County, WI  
Waukesha County, WI

### **Milwaukee—Racine, WI CMSA**

Milwaukee—Waukesha, WI PMSA  
Milwaukee County, WI  
Ozaukee County, WI  
Washington County, WI  
Waukesha County, WI

Racine, WI PMSA

Racine County, WI

### **Minneapolis—St. Paul, MN—WI MSA**

Anoka County, MN  
Carver County, MN  
Chisago County, MN  
Dakota County, MN  
Hennepin County, MN  
Isanti County, MN  
Ramsey County, MN  
Scott County, MN  
Sherburne County, MN

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**Minneapolis—St. Paul, MN—WI MSA—Con.**

Washington County, MN

Wright County, MN

Pierce County, WI

St. Croix County, WI

**Racine, WI PMSA**

Racine County, WI

**Sheboygan, WI MSA**

Sheboygan County, WI

**Wausau, WI MSA**

Marathon County, WI

