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2002 Economic Census

Information

Geographic Area Series



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Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

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

INDUSTRY CLASSIFICATIONS

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

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

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

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

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

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

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

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

BASIS OF REPORTING

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

GEOGRAPHIC AREA CODING

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

AVAILABILITY OF ADDITIONAL DATA

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

HISTORICAL INFORMATION

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

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

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

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

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

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

SOURCES FOR MORE INFORMATION

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

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Information

SCOPE

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

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

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

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

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

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

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

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

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

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

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

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

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

REPORTS

The following reports provide statistics on this sector.

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

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

Subject Series:

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

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

GEOGRAPHIC AREAS COVERED

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

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

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

DOLLAR VALUES

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

All dollar values are shown in thousands of dollars.

COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES

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

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

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

RELIABILITY OF DATA

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

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

DISCLOSURE

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

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

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

CONTACTS FOR DATA USERS

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

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

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

Table 1. Summary Statistics for the State: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
WISCONSIN								
51	Information	2 097	N	2 231 978	574 784	55 286	N	N
511	Publishing industries (except Internet)	605	2 452 665	676 320	175 926	18 917	2.8	8.1
5111	Newspaper, periodical, book, and directory publishers	483	1 665 952	397 903	105 109	14 509	3.7	8.7
51111	Newspaper publishers	222	798 400	224 665	58 479	9 068	4.1	3.3
511110	Newspaper publishers	222	798 400	224 665	58 479	9 068	4.1	3.3
51112	Periodical publishers	145	471 320	121 935	33 622	3 892	2.2	23.4
511120	Periodical publishers	145	471 320	121 935	33 622	3 892	2.2	23.4
51113	Book publishers	58	133 313	25 628	6 476	877	12.6	2.6
511130	Book publishers	58	133 313	25 628	6 476	877	12.6	2.6
51114	Directory and mailing list publishers	42	254 622	23 065	5 573	598	.3	1.1
511140	Directory and mailing list publishers	42	254 622	23 065	5 573	598	.3	1.1
51119	Other publishers	16	8 297	2 610	959	74	2.7	22.6
511191	Greeting card publishers	3	D	D	D	b	D	D
511199	All other publishers	13	D	D	D	b	D	D
5112	Software publishers	122	786 713	278 417	70 817	4 408	.9	6.8
51121	Software publishers	122	786 713	278 417	70 817	4 408	.9	6.8
511210	Software publishers	122	786 713	278 417	70 817	4 408	.9	6.8
512	Motion picture and sound recording industries	265	N	61 040	14 512	4 356	N	N
5121	Motion picture and video industries	239	N	51 590	12 098	4 141	N	N
51211	Motion picture and video production	96	Q	19 867	4 728	465	Q	Q
512110	Motion picture and video production	96	Q	19 867	4 728	465	Q	Q
51212	Motion picture and video distribution	5	Q	275	49	8	Q	Q
512120	Motion picture and video distribution	5	Q	275	49	8	Q	Q
51213	Motion picture and video exhibition	125	267 843	27 534	6 267	3 563	1.6	1.6
512131	Motion picture theaters (except drive-ins)	119	266 984	27 355	6 266	3 561	1.6	1.6
512132	Drive-in motion picture theaters	6	859	179	1	2	4.7	—
51219	Postproduction and other motion picture and video industries	13	9 095	3 914	1 054	105	42.2	—
512191	Teleproduction and other postproduction services	11	D	D	D	b	D	D
512199	Other motion picture and video industries	2	D	D	D	a	D	D
5122	Sound recording industries	26	N	9 450	2 414	215	N	N
51222	Integrated record production/distribution	1	Q	D	D	a	Q	Q
512220	Integrated record production/distribution	1	Q	D	D	a	Q	Q
51223	Music publishers	3	D	D	D	c	D	D
512230	Music publishers	3	D	D	D	c	D	D
51224	Sound recording studios	18	D	D	D	b	D	D
512240	Sound recording studios	18	D	D	D	b	D	D
51229	Other sound recording industries	4	D	D	D	a	D	D
512290	Other sound recording industries	4	D	D	D	a	D	D
5122902	Producers of taped radio programs	2	D	D	D	a	D	D
5122909	All other sound recording industries	2	D	D	D	a	D	D
515	Broadcasting (except Internet)	169	495 804	157 839	38 618	4 789	1.8	5.6
5151	Radio and television broadcasting	164	494 219	157 450	38 514	4 766	1.7	5.4
51511	Radio broadcasting	134	230 022	81 268	20 082	3 014	3.3	9.2
515111	Radio networks	7	5 609	1 828	373	50	7.1	—
515112	Radio stations	127	224 413	79 440	19 709	2 964	3.2	9.4
51512	Television broadcasting	30	264 197	76 182	18 432	1 752	.3	2.1
515120	Television broadcasting	30	264 197	76 182	18 432	1 752	.3	2.1
5152	Cable and other subscription programming	5	1 585	389	104	23	13.8	65.0
51521	Cable and other subscription programming	5	1 585	389	104	23	13.8	65.0
515210	Cable and other subscription programming	5	1 585	389	104	23	13.8	65.0
516	Internet publishing and broadcasting	15	12 731	3 231	924	108	3.2	14.1
5161	Internet publishing and broadcasting	15	12 731	3 231	924	108	3.2	14.1
51611	Internet publishing and broadcasting	15	12 731	3 231	924	108	3.2	14.1
516110	Internet publishing and broadcasting	15	12 731	3 231	924	108	3.2	14.1
517	Telecommunications	749	N	825 641	212 690	15 787	N	N
5171	Wired telecommunications carriers	481	Q	639 815	165 090	10 965	Q	Q
51711	Wired telecommunications carriers	481	Q	639 815	165 090	10 965	Q	Q
517110	Wired telecommunications carriers	481	Q	639 815	165 090	10 965	Q	Q
5172	Wireless telecommunications carriers (except satellite)	145	Q	95 530	25 019	2 108	Q	Q
51721	Wireless telecommunications carriers (except satellite)	145	Q	95 530	25 019	2 108	Q	Q
517211	Paging	15	Q	2 067	556	73	Q	Q
517212	Cellular and other wireless telecommunications	130	Q	93 463	24 463	2 035	Q	Q
5173	Telecommunications resellers	31	55 372	10 050	2 299	291	4.2	42.1
51731	Telecommunications resellers	31	55 372	10 050	2 299	291	4.2	42.1
517310	Telecommunications resellers	31	55 372	10 050	2 299	291	4.2	42.1
5174	Satellite telecommunications	2	D	D	D	a	D	D
51741	Satellite telecommunications	2	D	D	D	a	D	D
517410	Satellite telecommunications	2	D	D	D	a	D	D
5175	Cable and other program distribution	75	Q	76 582	19 424	2 250	Q	Q
51751	Cable and other program distribution	75	Q	76 582	19 424	2 250	Q	Q
517510	Cable and other program distribution	75	Q	76 582	19 424	2 250	Q	Q
5179	Other telecommunications	15	D	D	D	c	D	D
51791	Other telecommunications	15	D	D	D	c	D	D
517910	Other telecommunications	15	D	D	D	c	D	D

See footnotes at end of table.

Table 1. Summary Statistics for the State: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	WISCONSIN—Con.							
51	Information—Con.							
518	Internet service providers, web search portals, and data processing services	277	1 129 105	501 297	130 570	11 161	2.2	18.4
5181	Internet service providers and web search portals	66	58 144	12 916	3 195	517	9.7	28.8
51811	Internet service providers and web search portals	66	58 144	12 916	3 195	517	9.7	28.8
518111	Internet service providers	62	56 695	12 460	3 083	505	10.0	27.7
518112	Web search portals	4	1 449	456	112	12	—	72.1
5182	Data processing, hosting, and related services	211	1 070 961	488 381	127 375	10 644	1.8	17.8
51821	Data processing, hosting, and related services	211	1 070 961	488 381	127 375	10 644	1.8	17.8
518210	Data processing, hosting, and related services	211	1 070 961	488 381	127 375	10 644	1.8	17.8
519	Other information services	17	22 858	6 610	1 544	168	.8	22.6
5191	Other information services	17	22 858	6 610	1 544	168	.8	22.6
51911	News syndicates	6	19 460	5 336	1 239	110	—	22.1
519110	News syndicates	6	19 460	5 336	1 239	110	—	22.1
51912	Libraries and archives	10	D	D	D	b	D	D
519120	Libraries and archives	10	D	D	D	b	D	D
51919	All other information services	1	D	D	D	a	D	D
519190	All other information services	1	D	D	D	a	D	D

¹Includes receipts information obtained from administrative records of other federal agencies.

²Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA								
51	Information	122	N	101 636	26 522	2 744	N	N
511	Publishing industries (except Internet)	35	90 768	18 561	5 263	650	3.9	1.9
5111	Newspaper, periodical, book, and directory publishers	30	D	D	D	f	D	D
51111	Newspaper publishers	9	D	D	D	e	D	D
511110	Newspaper publishers	9	D	D	D	e	D	D
512	Motion picture and sound recording industries	11	N	D	D	c	N	N
5121	Motion picture and video industries	9	N	D	D	c	N	N
51213	Motion picture and video exhibition	4	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	4	D	D	D	b	D	D
515	Broadcasting (except Internet)	10	D	D	D	c	D	D
5151	Radio and television broadcasting	9	D	D	D	c	D	D
51511	Radio broadcasting	8	18 603	5 895	1 387	163	2.7	3.0
515112	Radio stations	8	18 603	5 895	1 387	163	2.7	3.0
517	Telecommunications	45	N	D	D	g	N	N
5171	Wired telecommunications carriers	32	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers	32	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers	32	Q	D	D	f	Q	Q
5172	Wireless telecommunications carriers (except satellite)	10	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	10	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	20	D	D	D	f	D	D
5182	Data processing, hosting, and related services	18	D	D	D	f	D	D
51821	Data processing, hosting, and related services	18	D	D	D	f	D	D
518210	Data processing, hosting, and related services	18	D	D	D	f	D	D
Appleton, WI Metropolitan Statistical Area								
51	Information	84	N	83 231	21 672	2 188	N	N
511	Publishing industries (except Internet)	22	69 936	14 314	4 307	486	3.7	1.1
5111	Newspaper, periodical, book, and directory publishers	19	D	D	D	e	D	D
51111	Newspaper publishers	7	D	D	D	c	D	D
511110	Newspaper publishers	7	D	D	D	c	D	D
512	Motion picture and sound recording industries	8	N	D	D	b	N	N
5121	Motion picture and video industries	6	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	3	D	D	D	b	D	D
515	Broadcasting (except Internet)	8	D	D	D	c	D	D
5151	Radio and television broadcasting	7	D	D	D	c	D	D
51511	Radio broadcasting	6	D	D	D	c	D	D
515112	Radio stations	6	D	D	D	c	D	D
517	Telecommunications	36	N	51 038	13 122	975	N	N
5171	Wired telecommunications carriers	25	Q	37 763	10 041	650	Q	Q
51711	Wired telecommunications carriers	25	Q	37 763	10 041	650	Q	Q
517110	Wired telecommunications carriers	25	Q	37 763	10 041	650	Q	Q
5172	Wireless telecommunications carriers (except satellite)	9	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	9	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	10	73 632	12 977	3 087	532	.4	3.5
5182	Data processing, hosting, and related services	9	D	D	D	f	D	D
51821	Data processing, hosting, and related services	9	D	D	D	f	D	D
518210	Data processing, hosting, and related services	9	D	D	D	f	D	D
Oshkosh-Neenah, WI Metropolitan Statistical Area								
51	Information	38	N	18 405	4 850	556	N	N
511	Publishing industries (except Internet)	13	20 832	4 247	956	164	4.4	4.5
5111	Newspaper, periodical, book, and directory publishers	11	D	D	D	c	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	9	N	D	D	c	N	N

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA								
51	Information	4 255	N	6 765 547	1 727 616	123 156	N	N
511	Publishing industries (except Internet)	1 082	8 875 620	2 291 685	572 288	39 052	2.4	9.3
5111	Newspaper, periodical, book, and directory publishers	703	6 336 874	1 375 157	341 155	28 338	2.8	7.3
51111	Newspaper publishers	176	D	D	D	j	D	D
511110	Newspaper publishers	176	D	D	D	j	D	D
51112	Periodical publishers	297	D	D	D	i	D	D
511120	Periodical publishers	297	D	D	D	i	D	D
51113	Book publishers	125	D	D	D	i	D	D
511130	Book publishers	125	D	D	D	i	D	D
51114	Directory and mailing list publishers	68	D	D	D	g	D	D
511140	Directory and mailing list publishers	68	D	D	D	g	D	D
51119	Other publishers	37	163 097	37 687	8 372	753	17.7	.4
511191	Greeting card publishers	6	D	D	D	e	D	D
511199	All other publishers	31	D	D	D	e	D	D
5112	Software publishers	379	2 538 746	916 528	231 133	10 714	1.3	14.2
51121	Software publishers	379	2 538 746	916 528	231 133	10 714	1.3	14.2
511210	Software publishers	379	2 538 746	916 528	231 133	10 714	1.3	14.2
512	Motion picture and sound recording industries	695	N	D	D	i	N	N
5121	Motion picture and video industries	565	N	D	D	i	N	N
51211	Motion picture and video production	352	Q	D	D	g	Q	Q
512110	Motion picture and video production	352	Q	D	D	g	Q	Q
51213	Motion picture and video exhibition	127	D	D	D	h	D	D
512131	Motion picture theaters (except drive-ins)	124	D	D	D	h	D	D
51219	Postproduction and other motion picture and video industries	70	D	D	D	f	D	D
512191	Teleproduction and other postproduction services	61	D	D	D	f	D	D
512199	Other motion picture and video industries	9	28 988	6 664	1 517	168	96.5	—
5122	Sound recording industries	130	N	D	D	f	N	N
51223	Music publishers	13	D	D	D	c	D	D
512230	Music publishers	13	D	D	D	c	D	D
51224	Sound recording studios	53	D	D	D	c	D	D
512240	Sound recording studios	53	D	D	D	c	D	D
51229	Other sound recording industries	25	D	D	D	c	D	D
512290	Other sound recording industries	25	D	D	D	c	D	D
5122909	All other sound recording industries	19	D	D	D	c	D	D
515	Broadcasting (except Internet)	184	1 890 150	427 071	105 698	7 051	4.2	8.1
5151	Radio and television broadcasting	145	D	D	D	i	D	D
51511	Radio broadcasting	112	D	D	D	h	D	D
515111	Radio networks	20	D	D	D	e	D	D
515112	Radio stations	92	D	D	D	h	D	D
51512	Television broadcasting	33	D	D	D	g	D	D
515120	Television broadcasting	33	D	D	D	g	D	D
5152	Cable and other subscription programming	39	D	D	D	f	D	D
51521	Cable and other subscription programming	39	D	D	D	f	D	D
515210	Cable and other subscription programming	39	D	D	D	f	D	D
516	Internet publishing and broadcasting	89	D	D	D	g	D	D
5161	Internet publishing and broadcasting	89	D	D	D	g	D	D
51611	Internet publishing and broadcasting	89	D	D	D	g	D	D
516110	Internet publishing and broadcasting	89	D	D	D	g	D	D
517	Telecommunications	1 508	N	2 764 692	745 624	49 351	N	N
5171	Wired telecommunications carriers	806	Q	D	D	k	Q	Q
51711	Wired telecommunications carriers	806	Q	D	D	k	Q	Q
517110	Wired telecommunications carriers	806	Q	D	D	k	Q	Q
5172	Wireless telecommunications carriers (except satellite)	336	Q	D	D	i	Q	Q
51721	Wireless telecommunications carriers (except satellite)	336	Q	D	D	i	Q	Q
517211	Paging	52	Q	D	D	e	Q	Q
517212	Cellular and other wireless telecommunications	284	Q	D	D	i	Q	Q
5173	Telecommunications resellers	75	D	D	D	f	D	D
51731	Telecommunications resellers	75	D	D	D	f	D	D
517310	Telecommunications resellers	75	D	D	D	f	D	D
5174	Satellite telecommunications	16	D	D	D	e	D	D
51741	Satellite telecommunications	16	D	D	D	e	D	D
517410	Satellite telecommunications	16	D	D	D	e	D	D
5175	Cable and other program distribution	233	Q	D	D	j	Q	Q
51751	Cable and other program distribution	233	Q	D	D	j	Q	Q
517510	Cable and other program distribution	233	Q	D	D	j	Q	Q
5179	Other telecommunications	42	D	D	D	e	D	D
51791	Other telecommunications	42	D	D	D	e	D	D
517910	Other telecommunications	42	D	D	D	e	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
51	Information—Con.							
518	Internet service providers, web search portals, and data processing services	629	1 929 138	795 063	206 989	15 783	5.4	14.8
5181	Internet service providers and web search portals	139	D	D	D	g	D	D
51811	Internet service providers and web search portals	139	D	D	D	g	D	D
518111	Internet service providers	121	D	D	D	f	D	D
518112	Web search portals	18	D	D	D	c	D	D
5182	Data processing, hosting, and related services	490	D	D	D	j	D	D
51821	Data processing, hosting, and related services	490	D	D	D	j	D	D
518210	Data processing, hosting, and related services	490	D	D	D	j	D	D
519	Other information services	68	D	D	D	g	D	D
5191	Other information services	68	D	D	D	g	D	D
51911	News syndicates	18	113 465	33 523	8 734	676	.1	8.5
519110	News syndicates	18	113 465	33 523	8 734	676	.1	8.5
51912	Libraries and archives	40	D	D	D	f	D	D
519120	Libraries and archives	40	D	D	D	f	D	D
51919	All other information services	10	D	D	D	e	D	D
519190	All other information services	10	D	D	D	e	D	D
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area								
51	Information	4 200	N	6 735 092	1 720 094	122 095	N	N
511	Publishing industries (except Internet)	1 064	8 845 135	2 278 051	568 960	38 578	2.4	9.3
5111	Newspaper, periodical, book, and directory publishers	685	6 306 389	1 361 523	337 827	27 864	2.8	7.3
51111	Newspaper publishers	164	1 758 981	489 550	115 997	11 865	.5	9.9
511110	Newspaper publishers	164	1 758 981	489 550	115 997	11 865	.5	9.9
51112	Periodical publishers	295	2 215 284	448 678	114 280	7 712	4.7	9.5
511120	Periodical publishers	295	2 215 284	448 678	114 280	7 712	4.7	9.5
51113	Book publishers	122	1 574 890	257 728	70 612	5 117	1.0	4.6
511130	Book publishers	122	1 574 890	257 728	70 612	5 117	1.0	4.6
51114	Directory and mailing list publishers	67	594 137	127 880	28 566	2 417	3.4	.9
511140	Directory and mailing list publishers	67	594 137	127 880	28 566	2 417	3.4	.9
51119	Other publishers	37	163 097	37 687	8 372	753	17.7	.4
511191	Greeting card publishers	6	D	D	D	e	D	D
511199	All other publishers	31	D	D	D	e	D	D
5112	Software publishers	379	2 538 746	916 528	231 133	10 714	1.3	14.2
51121	Software publishers	379	2 538 746	916 528	231 133	10 714	1.3	14.2
511210	Software publishers	379	2 538 746	916 528	231 133	10 714	1.3	14.2
512	Motion picture and sound recording industries	685	N	334 935	54 456	7 982	N	N
5121	Motion picture and video industries	556	N	301 906	46 719	7 214	N	N
51211	Motion picture and video production	349	Q	210 172	24 756	2 431	Q	Q
512110	Motion picture and video production	349	Q	210 172	24 756	2 431	Q	Q
51213	Motion picture and video exhibition	121	D	D	D	h	D	D
512131	Motion picture theaters (except drive-ins)	118	D	D	D	h	D	D
51219	Postproduction and other motion picture and video industries	70	D	D	D	f	D	D
512191	Teleproduction and other postproduction services	61	D	D	D	f	D	D
512199	Other motion picture and video industries	9	28 988	6 664	1 517	168	96.5	—
5122	Sound recording industries	129	N	33 029	7 737	768	N	N
51223	Music publishers	13	D	D	D	c	D	D
512230	Music publishers	13	D	D	D	c	D	D
51224	Sound recording studios	53	D	D	D	c	D	D
512240	Sound recording studios	53	D	D	D	c	D	D
51229	Other sound recording industries	25	D	D	D	c	D	D
512290	Other sound recording industries	25	D	D	D	c	D	D
5122909	All other sound recording industries	19	D	D	D	c	D	D
515	Broadcasting (except Internet)	178	1 885 952	425 006	105 193	6 962	4.2	8.1
5151	Radio and television broadcasting	140	D	D	D	i	D	D
51511	Radio broadcasting	107	D	D	D	h	D	D
515111	Radio networks	20	D	D	D	e	D	D
515112	Radio stations	87	D	D	D	h	D	D
51512	Television broadcasting	33	D	D	D	g	D	D
515120	Television broadcasting	33	D	D	D	g	D	D
5152	Cable and other subscription programming	38	D	D	D	f	D	D
51521	Cable and other subscription programming	38	D	D	D	f	D	D
515210	Cable and other subscription programming	38	D	D	D	f	D	D
516	Internet publishing and broadcasting	89	D	D	D	g	D	D
5161	Internet publishing and broadcasting	89	D	D	D	g	D	D
51611	Internet publishing and broadcasting	89	D	D	D	g	D	D
516110	Internet publishing and broadcasting	89	D	D	D	g	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

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							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
51	Information—Con.							
517	Telecommunications	1 492	N	2 752 578	742 622	49 053	N	N
5171	Wired telecommunications carriers	797	Q	1 948 622	537 962	29 385	Q	Q
51711	Wired telecommunications carriers	797	Q	1 948 622	537 962	29 385	Q	Q
517110	Wired telecommunications carriers	797	Q	1 948 622	537 962	29 385	Q	Q
5172	Wireless telecommunications carriers (except satellite)	335	Q	441 930	110 134	8 143	Q	Q
51721	Wireless telecommunications carriers (except satellite)	335	Q	441 930	110 134	8 143	Q	Q
517211	Paging	51	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	284	Q	D	D	i	Q	Q
5173	Telecommunications resellers	75	D	D	D	f	D	D
51731	Telecommunications resellers	75	D	D	D	f	D	D
517310	Telecommunications resellers	75	D	D	D	f	D	D
5174	Satellite telecommunications	16	D	D	D	e	D	D
51741	Satellite telecommunications	16	D	D	D	e	D	D
517410	Satellite telecommunications	16	D	D	D	e	D	D
5175	Cable and other program distribution	228	Q	D	D	i	Q	Q
51751	Cable and other program distribution	228	Q	D	D	i	Q	Q
517510	Cable and other program distribution	228	Q	D	D	i	Q	Q
5179	Other telecommunications	41	D	D	D	e	D	D
51791	Other telecommunications	41	D	D	D	e	D	D
517910	Other telecommunications	41	D	D	D	e	D	D
518	Internet service providers, web search portals, and data processing services	626	1 924 023	793 992	206 714	15 744	5.3	14.8
5181	Internet service providers and web search portals	137	213 870	48 666	14 217	1 051	10.1	30.9
51811	Internet service providers and web search portals	137	213 870	48 666	14 217	1 051	10.1	30.9
518111	Internet service providers	119	D	D	D	f	D	D
518112	Web search portals	18	D	D	D	c	D	D
5182	Data processing, hosting, and related services	489	1 710 153	745 326	192 497	14 693	4.7	12.8
51821	Data processing, hosting, and related services	489	1 710 153	745 326	192 497	14 693	4.7	12.8
518210	Data processing, hosting, and related services	489	1 710 153	745 326	192 497	14 693	4.7	12.8
519	Other information services	66	D	D	D	g	D	D
5191	Other information services	66	D	D	D	g	D	D
51911	News syndicates	17	D	D	D	f	D	D
519110	News syndicates	17	D	D	D	f	D	D
51912	Libraries and archives	39	D	D	D	f	D	D
519120	Libraries and archives	39	D	D	D	f	D	D
51919	All other information services	10	D	D	D	e	D	D
519190	All other information services	10	D	D	D	e	D	D
Chicago-Naperville-Joliet, IL Metropolitan Division								
51	Information	3 694	N	6 306 707	1 608 769	112 502	N	N
511	Publishing industries (except Internet)	952	8 311 133	2 112 679	528 695	35 310	2.3	7.9
5111	Newspaper, periodical, book, and directory publishers	604	D	D	D	k	D	D
51111	Newspaper publishers	142	D	D	D	j	D	D
511110	Newspaper publishers	142	D	D	D	j	D	D
51112	Periodical publishers	267	D	D	D	i	D	D
511120	Periodical publishers	267	D	D	D	i	D	D
51113	Book publishers	109	D	D	D	h	D	D
511130	Book publishers	109	D	D	D	h	D	D
51114	Directory and mailing list publishers	57	D	D	D	g	D	D
511140	Directory and mailing list publishers	57	D	D	D	g	D	D
51119	Other publishers	29	D	D	D	f	D	D
511191	Greeting card publishers	6	D	D	D	e	D	D
511199	All other publishers	23	D	D	D	c	D	D
5112	Software publishers	348	D	D	D	j	D	D
51121	Software publishers	348	D	D	D	j	D	D
511210	Software publishers	348	D	D	D	j	D	D
512	Motion picture and sound recording industries	605	N	D	D	i	N	N
5121	Motion picture and video industries	488	N	D	D	i	N	N
51211	Motion picture and video production	316	Q	D	D	g	Q	Q
512110	Motion picture and video production	316	Q	D	D	g	Q	Q
51213	Motion picture and video exhibition	93	D	D	D	h	D	D
512131	Motion picture theaters (except drive-ins)	93	D	D	D	h	D	D
51219	Postproduction and other motion picture and video industries	65	D	D	D	f	D	D
512191	Teleproduction and other postproduction services	57	D	D	D	f	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.							
	Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.							
	Chicago-Naperville-Joliet, IL Metropolitan Division— Con.							
51	Information—Con.							
512	Motion picture and sound recording industries—Con.							
5122	Sound recording industries	117	N	D	D	f	N	N
51223	Music publishers	12	D	D	D	c	D	D
512230	Music publishers	12	D	D	D	c	D	D
51224	Sound recording studios	48	D	D	D	c	D	D
512240	Sound recording studios	48	D	D	D	c	D	D
51229	Other sound recording industries	22	D	D	D	c	D	D
512290	Other sound recording industries	22	D	D	D	c	D	D
5122909	All other sound recording industries	17	D	D	D	c	D	D
515	Broadcasting (except Internet)	162	D	D	D	i	D	D
5151	Radio and television broadcasting	125	D	D	D	i	D	D
51511	Radio broadcasting	94	D	D	D	h	D	D
515111	Radio networks	20	D	D	D	e	D	D
515112	Radio stations	74	D	D	D	h	D	D
51512	Television broadcasting	31	D	D	D	g	D	D
515120	Television broadcasting	31	D	D	D	g	D	D
5152	Cable and other subscription programming	37	D	D	D	f	D	D
51521	Cable and other subscription programming	37	D	D	D	f	D	D
515210	Cable and other subscription programming	37	D	D	D	f	D	D
516	Internet publishing and broadcasting	83	214 398	87 065	25 411	1 524	3.2	25.1
5161	Internet publishing and broadcasting	83	214 398	87 065	25 411	1 524	3.2	25.1
51611	Internet publishing and broadcasting	83	214 398	87 065	25 411	1 524	3.2	25.1
516110	Internet publishing and broadcasting	83	214 398	87 065	25 411	1 524	3.2	25.1
517	Telecommunications	1 284	N	D	D	k	N	N
5171	Wired telecommunications carriers	692	Q	D	D	k	Q	Q
51711	Wired telecommunications carriers	692	Q	D	D	k	Q	Q
517110	Wired telecommunications carriers	692	Q	D	D	k	Q	Q
5172	Wireless telecommunications carriers (except satellite)	297	Q	D	D	i	Q	Q
51721	Wireless telecommunications carriers (except satellite)	297	Q	D	D	i	Q	Q
517211	Paging	47	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	250	Q	D	D	i	Q	Q
5173	Telecommunications resellers	65	D	D	D	f	D	D
51731	Telecommunications resellers	65	D	D	D	f	D	D
517310	Telecommunications resellers	65	D	D	D	f	D	D
5175	Cable and other program distribution	179	Q	D	D	i	Q	Q
51751	Cable and other program distribution	179	Q	D	D	i	Q	Q
517510	Cable and other program distribution	179	Q	D	D	i	Q	Q
5179	Other telecommunications	39	D	D	D	e	D	D
51791	Other telecommunications	39	D	D	D	e	D	D
517910	Other telecommunications	39	D	D	D	e	D	D
518	Internet service providers, web search portals, and data processing services	551	D	D	D	j	D	D
5181	Internet service providers and web search portals	119	D	D	D	f	D	D
51811	Internet service providers and web search portals	119	D	D	D	f	D	D
518111	Internet service providers	102	D	D	D	f	D	D
518112	Web search portals	17	D	D	D	b	D	D
5182	Data processing, hosting, and related services	432	D	D	D	j	D	D
51821	Data processing, hosting, and related services	432	D	D	D	j	D	D
518210	Data processing, hosting, and related services	432	D	D	D	j	D	D
519	Other information services	57	D	D	D	g	D	D
5191	Other information services	57	D	D	D	g	D	D
51911	News syndicates	16	D	D	D	f	D	D
519110	News syndicates	16	D	D	D	f	D	D
51912	Libraries and archives	34	D	D	D	e	D	D
519120	Libraries and archives	34	D	D	D	e	D	D
51919	All other information services	7	D	D	D	e	D	D
519190	All other information services	7	D	D	D	e	D	D

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Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
Gary, IN Metropolitan Division								
51	Information	163	N	106 011	25 561	3 202	N	N
511	Publishing industries (except Internet)	23	67 939	23 066	4 136	585	.9	2.6
5111	Newspaper, periodical, book, and directory publishers	21	D	D	D	f	D	D
51111	Newspaper publishers	10	D	D	D	e	D	D
511110	Newspaper publishers	10	D	D	D	e	D	D
512	Motion picture and sound recording industries	20	N	D	D	e	N	N
5121	Motion picture and video industries	15	N	D	D	e	N	N
51213	Motion picture and video exhibition	11	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins)	10	D	D	D	e	D	D
515	Broadcasting (except Internet)	9	D	D	D	c	D	D
5151	Radio and television broadcasting	9	D	D	D	c	D	D
51511	Radio broadcasting	8	D	D	D	c	D	D
515112	Radio stations	8	D	D	D	c	D	D
517	Telecommunications	85	N	D	D	g	N	N
5171	Wired telecommunications carriers	51	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers	51	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers	51	Q	D	D	f	Q	Q
5175	Cable and other program distribution	19	Q	D	D	e	Q	Q
51751	Cable and other program distribution	19	Q	D	D	e	Q	Q
517510	Cable and other program distribution	19	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	20	D	D	D	e	D	D
5182	Data processing, hosting, and related services	13	D	D	D	c	D	D
51821	Data processing, hosting, and related services	13	D	D	D	c	D	D
518210	Data processing, hosting, and related services	13	D	D	D	c	D	D
519	Other information services	5	D	D	D	e	D	D
5191	Other information services	5	D	D	D	e	D	D
51912	Libraries and archives	4	D	D	D	e	D	D
519120	Libraries and archives	4	D	D	D	e	D	D
Lake County-Kenosha County, IL-WI Metropolitan Division								
51	Information	343	N	322 374	85 764	6 391	N	N
511	Publishing industries (except Internet)	89	466 063	142 306	36 129	2 683	4.0	35.1
5111	Newspaper, periodical, book, and directory publishers	60	D	D	D	g	D	D
51111	Newspaper publishers	12	178 137	60 666	15 388	1 292	.2	79.0
511110	Newspaper publishers	12	178 137	60 666	15 388	1 292	.2	79.0
51112	Periodical publishers	25	D	D	D	e	D	D
511120	Periodical publishers	25	D	D	D	e	D	D
51119	Other publishers	6	D	D	D	c	D	D
511199	All other publishers	6	D	D	D	c	D	D
5112	Software publishers	29	D	D	D	f	D	D
51121	Software publishers	29	D	D	D	f	D	D
511210	Software publishers	29	D	D	D	f	D	D
512	Motion picture and sound recording industries	60	N	D	D	f	N	N
5121	Motion picture and video industries	53	N	D	D	f	N	N
51213	Motion picture and video exhibition	17	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins)	15	D	D	D	e	D	D
51219	Postproduction and other motion picture and video industries	4	D	D	D	c	D	D
512199	Other motion picture and video industries	1	D	D	D	c	D	D
515	Broadcasting (except Internet)	7	D	D	D	b	D	D
5151	Radio and television broadcasting	6	D	D	D	b	D	D
51511	Radio broadcasting	5	D	D	D	b	D	D
515112	Radio stations	5	D	D	D	b	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
Lake County-Kenosha County, IL-WI Metropolitan Division—Con.								
51	Information—Con.							
517	Telecommunications	123	N	98 249	28 695	2 081	N	N
5171	Wired telecommunications carriers	54	Q	48 418	13 538	807	Q	Q
51711	Wired telecommunications carriers	54	Q	48 418	13 538	807	Q	Q
517110	Wired telecommunications carriers	54	Q	48 418	13 538	807	Q	Q
5172	Wireless telecommunications carriers (except satellite)	31	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	31	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	27	Q	D	D	c	Q	Q
5174	Satellite telecommunications	3	D	D	D	e	D	D
51741	Satellite telecommunications	3	D	D	D	e	D	D
517410	Satellite telecommunications	3	D	D	D	e	D	D
5175	Cable and other program distribution	30	Q	D	D	f	Q	Q
51751	Cable and other program distribution	30	Q	D	D	f	Q	Q
517510	Cable and other program distribution	30	Q	D	D	f	Q	Q
518	Internet service providers, web search portals, and data processing services	55	126 549	63 315	16 725	838	25.5	8.8
5182	Data processing, hosting, and related services	44	D	D	D	f	D	D
51821	Data processing, hosting, and related services	44	D	D	D	f	D	D
518210	Data processing, hosting, and related services	44	D	D	D	f	D	D
Kankakee-Bradley, IL Metropolitan Statistical Area								
51	Information	25	N	18 044	4 514	556	N	N
511	Publishing industries (except Internet)	8	17 845	8 825	2 155	271	.4	8.1
5111	Newspaper, periodical, book, and directory publishers	8	17 845	8 825	2 155	271	.4	8.1
512	Motion picture and sound recording industries	5	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
517	Telecommunications	6	N	D	D	c	N	N
Michigan City-La Porte, IN Metropolitan Statistical Area								
51	Information	30	N	12 411	3 008	505	N	N
511	Publishing industries (except Internet)	10	12 640	4 809	1 173	203	1.3	.1
5111	Newspaper, periodical, book, and directory publishers	10	12 640	4 809	1 173	203	1.3	.1
512	Motion picture and sound recording industries	5	N	D	D	b	N	N
5121	Motion picture and video industries	5	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
517	Telecommunications	10	N	D	D	c	N	N
EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA								
51	Information	85	N	55 270	14 194	1 722	N	N
511	Publishing industries (except Internet)	17	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers	15	D	D	D	f	D	D
51111	Newspaper publishers	8	D	D	D	e	D	D
511110	Newspaper publishers	8	D	D	D	e	D	D
512	Motion picture and sound recording industries	8	N	D	D	c	N	N
5121	Motion picture and video industries	8	N	D	D	c	N	N
51213	Motion picture and video exhibition	6	D	D	D	c	D	D
515	Broadcasting (except Internet)	14	D	D	D	e	D	D
5151	Radio and television broadcasting	13	D	D	D	e	D	D
51511	Radio broadcasting	12	D	D	D	c	D	D
515112	Radio stations	11	D	D	D	c	D	D
517	Telecommunications	36	N	D	D	f	N	N
5171	Wired telecommunications carriers	21	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers	21	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers	21	Q	D	D	e	Q	Q
5172	Wireless telecommunications carriers (except satellite)	10	Q	D	D	b	Q	Q
51721	Wireless telecommunications carriers (except satellite)	10	Q	D	D	b	Q	Q
517212	Cellular and other wireless telecommunications	10	Q	D	D	b	Q	Q

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							From admini- strative records ¹	Estimated ²
	EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA—Con.							
51 518	Information—Con. Internet service providers, web search portals, and data processing services	9	D	D	D	c	D	D
	Eau Claire, WI Metropolitan Statistical Area							
51	Information	75	N	52 165	13 426	1 575	N	N
511	Publishing industries (except Internet)	16	46 404	15 521	4 284	520	44.7	15.4
5111	Newspaper, periodical, book, and directory publishers	14	D	D	D	e	D	D
51111	Newspaper publishers	7	D	D	D	e	D	D
511110	Newspaper publishers	7	D	D	D	e	D	D
512	Motion picture and sound recording industries	6	N	D	D	b	N	N
5121	Motion picture and video industries	6	N	D	D	b	N	N
51213	Motion picture and video exhibition	4	D	D	D	b	D	D
515	Broadcasting (except Internet)	13	D	D	D	e	D	D
5151	Radio and television broadcasting	12	D	D	D	e	D	D
51511	Radio broadcasting	11	D	D	D	c	D	D
515112	Radio stations	10	D	D	D	c	D	D
517	Telecommunications	31	N	21 414	5 275	434	N	N
5171	Wired telecommunications carriers	19	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers	19	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers	19	Q	D	D	e	Q	Q
5172	Wireless telecommunications carriers (except satellite)	8	Q	D	D	b	Q	Q
51721	Wireless telecommunications carriers (except satellite)	8	Q	D	D	b	Q	Q
518	Internet service providers, web search portals, and data processing services	9	D	D	D	c	D	D
	Menomonie, WI Micropolitan Statistical Area							
51	Information	10	N	3 105	768	147	N	N
517	Telecommunications	5	N	D	D	b	N	N
	FOND DU LAC-BEAVER DAM, WI COMBINED STATISTICAL AREA							
51	Information	55	N	33 791	8 360	1 288	N	N
511	Publishing industries (except Internet)	15	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	13	D	D	D	e	D	D
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
517	Telecommunications	29	N	20 020	4 732	625	N	N
5175	Cable and other program distribution	4	Q	D	D	e	Q	Q
51751	Cable and other program distribution	4	Q	D	D	e	Q	Q
517510	Cable and other program distribution	4	Q	D	D	e	Q	Q
	Beaver Dam, WI Micropolitan Statistical Area							
51	Information	20	N	7 953	2 067	300	N	N
517	Telecommunications	10	N	5 505	1 274	135	N	N
	Fond du Lac, WI Metropolitan Statistical Area							
51	Information	35	N	25 838	6 293	988	N	N
511	Publishing industries (except Internet)	9	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	9	D	D	D	e	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
517	Telecommunications	19	N	14 515	3 458	490	N	N
5175	Cable and other program distribution	3	Q	D	D	e	Q	Q
51751	Cable and other program distribution	3	Q	D	D	e	Q	Q
517510	Cable and other program distribution	3	Q	D	D	e	Q	Q

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							From admini- strative records ¹	Estimated ²
MADISON-BARABOO, WI COMBINED STATISTICAL AREA								
51	Information	344	N	392 348	95 973	9 075	N	N
511	Publishing industries (except Internet)	115	D	D	D	h	D	D
5111	Newspaper, periodical, book, and directory publishers	88	D	D	D	g	D	D
51111	Newspaper publishers	37	D	D	D	g	D	D
511110	Newspaper publishers	37	D	D	D	g	D	D
51112	Periodical publishers	28	D	D	D	e	D	D
511120	Periodical publishers	28	D	D	D	e	D	D
51114	Directory and mailing list publishers	7	D	D	D	c	D	D
511140	Directory and mailing list publishers	7	D	D	D	c	D	D
5112	Software publishers	27	D	D	D	g	D	D
51121	Software publishers	27	D	D	D	g	D	D
511210	Software publishers	27	D	D	D	g	D	D
512	Motion picture and sound recording industries	50	N	D	D	f	N	N
5121	Motion picture and video industries	42	N	D	D	f	N	N
51211	Motion picture and video production	24	Q	D	D	c	Q	Q
512110	Motion picture and video production	24	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	16	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins)	15	D	D	D	e	D	D
5122	Sound recording industries	8	N	D	D	b	N	N
515	Broadcasting (except Internet)	23	D	D	D	f	D	D
5151	Radio and television broadcasting	23	D	D	D	f	D	D
51511	Radio broadcasting	17	D	D	D	e	D	D
515112	Radio stations	17	D	D	D	e	D	D
517	Telecommunications	110	N	D	D	h	N	N
5171	Wired telecommunications carriers	80	Q	D	D	g	Q	Q
51711	Wired telecommunications carriers	80	Q	D	D	g	Q	Q
517110	Wired telecommunications carriers	80	Q	D	D	g	Q	Q
5172	Wireless telecommunications carriers (except satellite)	18	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite)	18	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications	17	Q	D	D	f	Q	Q
5175	Cable and other program distribution	9	Q	D	D	e	Q	Q
51751	Cable and other program distribution	9	Q	D	D	e	Q	Q
517510	Cable and other program distribution	9	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	39	D	D	D	g	D	D
5182	Data processing, hosting, and related services	29	D	D	D	g	D	D
51821	Data processing, hosting, and related services	29	D	D	D	g	D	D
518210	Data processing, hosting, and related services	29	D	D	D	g	D	D
519	Other information services	2	D	D	D	b	D	D
5191	Other information services	2	D	D	D	b	D	D
Baraboo, WI Micropolitan Statistical Area								
51	Information	22	N	4 676	1 149	263	N	N
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	4	D	D	D	b	D	D
Madison, WI Metropolitan Statistical Area								
51	Information	322	N	387 672	94 824	8 812	N	N
511	Publishing industries (except Internet)	108	449 461	132 303	29 670	2 959	2.0	4.8
5111	Newspaper, periodical, book, and directory publishers	82	268 927	52 594	12 224	1 746	2.7	2.6
51111	Newspaper publishers	33	138 700	31 723	7 202	1 171	.6	4.2
511110	Newspaper publishers	33	138 700	31 723	7 202	1 171	.6	4.2
51112	Periodical publishers	27	D	D	D	e	D	D
511120	Periodical publishers	27	D	D	D	e	D	D
51114	Directory and mailing list publishers	7	D	D	D	c	D	D
511140	Directory and mailing list publishers	7	D	D	D	c	D	D
5112	Software publishers	26	180 534	79 709	17 446	1 213	.9	8.2
51121	Software publishers	26	180 534	79 709	17 446	1 213	.9	8.2
511210	Software publishers	26	180 534	79 709	17 446	1 213	.9	8.2
512	Motion picture and sound recording industries	46	N	8 233	1 835	467	N	N
5121	Motion picture and video industries	38	N	D	D	e	N	N
51211	Motion picture and video production	24	Q	D	D	c	Q	Q
512110	Motion picture and video production	24	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	12	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins)	11	D	D	D	e	D	D
5122	Sound recording industries	8	N	D	D	b	N	N

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con.							
	Madison, WI Metropolitan Statistical Area—Con.							
51	Information—Con.							
515	Broadcasting (except Internet)	21	71 460	23 428	5 652	680	.8	—
5151	Radio and television broadcasting	21	71 460	23 428	5 652	680	.8	—
51511	Radio broadcasting	16	D	D	D	e	D	D
515112	Radio stations	16	D	D	D	e	D	D
517	Telecommunications	103	N	175 653	45 312	3 311	N	N
5171	Wired telecommunications carriers	75	Q	114 225	27 689	2 068	Q	Q
51711	Wired telecommunications carriers	75	Q	114 225	27 689	2 068	Q	Q
517110	Wired telecommunications carriers	75	Q	114 225	27 689	2 068	Q	Q
5172	Wireless telecommunications carriers (except satellite)	17	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite)	17	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications	16	Q	D	D	f	Q	Q
5175	Cable and other program distribution	8	Q	D	D	e	Q	Q
51751	Cable and other program distribution	8	Q	D	D	e	Q	Q
517510	Cable and other program distribution	8	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	37	144 498	43 252	11 180	1 291	2.0	31.9
5182	Data processing, hosting, and related services	29	D	D	D	g	D	D
51821	Data processing, hosting, and related services	29	D	D	D	g	D	D
518210	Data processing, hosting, and related services	29	D	D	D	g	D	D
519	Other information services	2	D	D	D	b	D	D
5191	Other information services	2	D	D	D	b	D	D
	MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA							
51	Information	678	N	1 196 497	318 462	25 314	N	N
511	Publishing industries (except Internet)	175	1 112 682	302 398	86 163	7 385	1.5	7.9
5111	Newspaper, periodical, book, and directory publishers	111	D	D	D	i	D	D
51111	Newspaper publishers	29	D	D	D	h	D	D
511110	Newspaper publishers	29	D	D	D	h	D	D
51112	Periodical publishers	46	D	D	D	g	D	D
511120	Periodical publishers	46	D	D	D	g	D	D
51113	Book publishers	23	D	D	D	e	D	D
511130	Book publishers	23	D	D	D	e	D	D
51114	Directory and mailing list publishers	7	154 312	13 435	3 428	261	—	—
511140	Directory and mailing list publishers	7	154 312	13 435	3 428	261	—	—
5112	Software publishers	64	D	D	D	g	D	D
51121	Software publishers	64	D	D	D	g	D	D
511210	Software publishers	64	D	D	D	g	D	D
512	Motion picture and sound recording industries	96	N	D	D	g	N	N
5121	Motion picture and video industries	86	N	D	D	g	N	N
51211	Motion picture and video production	44	Q	D	D	c	Q	Q
512110	Motion picture and video production	44	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	33	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins)	32	D	D	D	g	D	D
5122	Sound recording industries	10	N	D	D	c	N	N
51223	Music publishers	1	D	D	D	c	D	D
512230	Music publishers	1	D	D	D	c	D	D
515	Broadcasting (except Internet)	33	D	D	D	g	D	D
5151	Radio and television broadcasting	31	D	D	D	g	D	D
51511	Radio broadcasting	24	D	D	D	f	D	D
515112	Radio stations	21	D	D	D	f	D	D
51512	Television broadcasting	7	138 448	39 274	9 708	729	.5	—
515120	Television broadcasting	7	138 448	39 274	9 708	729	.5	—
517	Telecommunications	238	N	402 025	105 003	6 662	N	N
5171	Wired telecommunications carriers	149	Q	D	D	i	Q	Q
51711	Wired telecommunications carriers	149	Q	D	D	i	Q	Q
517110	Wired telecommunications carriers	149	Q	D	D	i	Q	Q
5172	Wireless telecommunications carriers (except satellite)	53	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite)	53	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications	44	Q	D	D	f	Q	Q
5175	Cable and other program distribution	14	Q	D	D	e	Q	Q
51751	Cable and other program distribution	14	Q	D	D	e	Q	Q
517510	Cable and other program distribution	14	Q	D	D	e	Q	Q

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							From admini- strative records ¹	Estimated ²
	MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.							
51	Information—Con.							
518	Internet service providers, web search portals, and data processing services	120	D	D	D	i	D	D
5181	Internet service providers and web search portals	20	D	D	D	c	D	D
51811	Internet service providers and web search portals	20	D	D	D	c	D	D
518111	Internet service providers	18	D	D	D	c	D	D
5182	Data processing, hosting, and related services	100	D	D	D	i	D	D
51821	Data processing, hosting, and related services	100	D	D	D	i	D	D
518210	Data processing, hosting, and related services	100	D	D	D	i	D	D
519	Other information services	8	D	D	D	b	D	D
5191	Other information services	8	D	D	D	b	D	D
51912	Libraries and archives	4	D	D	D	b	D	D
519120	Libraries and archives	4	D	D	D	b	D	D
	Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area							
51	Information	642	N	1 174 329	312 919	24 711	N	N
511	Publishing industries (except Internet)	168	1 085 717	293 044	84 027	7 069	1.5	8.1
5111	Newspaper, periodical, book, and directory publishers	105	679 950	154 596	46 760	5 161	1.8	9.2
51111	Newspaper publishers	26	268 381	76 708	23 540	2 918	.1	1.4
511110	Newspaper publishers	26	268 381	76 708	23 540	2 918	.1	1.4
51112	Periodical publishers	44	212 533	54 351	16 932	1 611	—	26.0
511120	Periodical publishers	44	212 533	54 351	16 932	1 611	—	26.0
51114	Directory and mailing list publishers	7	154 312	13 435	3 428	261	—	—
511140	Directory and mailing list publishers	7	154 312	13 435	3 428	261	—	—
5112	Software publishers	63	405 767	138 448	37 267	1 908	1.0	6.2
51121	Software publishers	63	405 767	138 448	37 267	1 908	1.0	6.2
511210	Software publishers	63	405 767	138 448	37 267	1 908	1.0	6.2
512	Motion picture and sound recording industries	87	N	35 150	8 342	2 123	N	N
5121	Motion picture and video industries	80	N	D	D	g	N	N
51211	Motion picture and video production	41	Q	D	D	c	Q	Q
512110	Motion picture and video production	41	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	30	Q	D	D	g	D	D
512131	Motion picture theaters (except drive-ins)	30	D	D	D	g	D	D
5122	Sound recording industries	7	N	D	D	c	N	N
51223	Music publishers	1	D	D	D	c	D	D
512230	Music publishers	1	D	D	D	c	D	D
515	Broadcasting (except Internet)	32	204 459	59 021	14 286	1 366	.9	3.1
5151	Radio and television broadcasting	30	D	D	D	g	D	D
51511	Radio broadcasting	23	D	D	D	f	D	D
515112	Radio stations	20	D	D	D	f	D	D
51512	Television broadcasting	7	138 448	39 274	9 708	729	.5	—
515120	Television broadcasting	7	138 448	39 274	9 708	729	.5	—
517	Telecommunications	224	N	391 930	102 329	6 488	N	N
5171	Wired telecommunications carriers	139	Q	348 030	91 503	5 361	Q	Q
51711	Wired telecommunications carriers	139	Q	348 030	91 503	5 361	Q	Q
517110	Wired telecommunications carriers	139	Q	348 030	91 503	5 361	Q	Q
5172	Wireless telecommunications carriers (except satellite)	51	Q	27 684	6 982	653	Q	Q
51721	Wireless telecommunications carriers (except satellite)	51	Q	27 684	6 982	653	Q	Q
517212	Cellular and other wireless telecommunications	43	Q	D	D	f	Q	Q
5175	Cable and other program distribution	14	Q	D	D	e	Q	Q
51751	Cable and other program distribution	14	Q	D	D	e	Q	Q
517510	Cable and other program distribution	14	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	115	749 325	390 665	102 769	7 531	1.2	20.3
5181	Internet service providers and web search portals	18	22 123	4 819	1 256	195	.2	68.7
51811	Internet service providers and web search portals	18	22 123	4 819	1 256	195	.2	68.7
518111	Internet service providers	16	D	D	D	c	D	D
5182	Data processing, hosting, and related services	97	727 202	385 846	101 513	7 336	1.2	18.8
51821	Data processing, hosting, and related services	97	727 202	385 846	101 513	7 336	1.2	18.8
518210	Data processing, hosting, and related services	97	727 202	385 846	101 513	7 336	1.2	18.8
519	Other information services	8	D	D	D	b	D	D
5191	Other information services	8	D	D	D	b	D	D
51912	Libraries and archives	4	D	D	D	b	D	D
519120	Libraries and archives	4	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.								
Racine, WI Metropolitan Statistical Area								
51	Information	36	N	22 168	5 543	603	N	N
511	Publishing industries (except Internet)	7	26 965	9 354	2 136	316	1.3	—
5111	Newspaper, periodical, book, and directory publishers	6	D	D	D	e	D	D
512	Motion picture and sound recording industries	9	N	D	D	b	N	N
5121	Motion picture and video industries	6	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
517	Telecommunications	14	N	10 095	2 674	174	N	N
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA								
51	Information	1 939	N	2 931 707	769 428	57 817	N	N
511	Publishing industries (except Internet)	556	4 707 792	1 419 954	381 215	23 629	1.8	11.6
5111	Newspaper, periodical, book, and directory publishers	354	3 056 047	832 794	226 953	16 585	2.3	15.0
51111	Newspaper publishers	117	D	D	D	i	D	D
511110	Newspaper publishers	117	D	D	D	i	D	D
51112	Periodical publishers	101	D	D	D	g	D	D
511120	Periodical publishers	101	D	D	D	g	D	D
51113	Book publishers	84	D	D	D	i	D	D
511130	Book publishers	84	D	D	D	i	D	D
51114	Directory and mailing list publishers	32	D	D	D	f	D	D
511140	Directory and mailing list publishers	32	D	D	D	f	D	D
51119	Other publishers	20	D	D	D	c	D	D
511199	All other publishers	18	D	D	D	c	D	D
5112	Software publishers	202	1 651 745	587 160	154 262	7 044	.8	5.5
51121	Software publishers	202	1 651 745	587 160	154 262	7 044	.8	5.5
511210	Software publishers	202	1 651 745	587 160	154 262	7 044	.8	5.5
512	Motion picture and sound recording industries	327	N	D	D	h	N	N
5121	Motion picture and video industries	286	N	D	D	h	N	N
51211	Motion picture and video production	176	Q	D	D	f	Q	Q
512110	Motion picture and video production	176	Q	D	D	f	Q	Q
51213	Motion picture and video exhibition	78	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins)	76	D	D	D	g	D	D
51219	Postproduction and other motion picture and video industries	31	D	D	D	c	D	D
512191	Teleproduction and other postproduction services	27	D	D	D	c	D	D
5122	Sound recording industries	41	N	D	D	c	N	N
51224	Sound recording studios	24	D	D	D	b	D	D
512240	Sound recording studios	24	D	D	D	b	D	D
515	Broadcasting (except Internet)	83	D	D	D	h	D	D
5151	Radio and television broadcasting	78	D	D	D	h	D	D
51511	Radio broadcasting	64	D	D	D	g	D	D
515111	Radio networks	8	D	D	D	c	D	D
515112	Radio stations	56	D	D	D	g	D	D
51512	Television broadcasting	14	295 929	69 273	16 386	1 292	8.0	.2
515120	Television broadcasting	14	295 929	69 273	16 386	1 292	8.0	.2
516	Internet publishing and broadcasting	30	D	D	D	e	D	D
5161	Internet publishing and broadcasting	30	D	D	D	e	D	D
51611	Internet publishing and broadcasting	30	D	D	D	e	D	D
516110	Internet publishing and broadcasting	30	D	D	D	e	D	D
517	Telecommunications	591	N	D	D	j	N	N
5171	Wired telecommunications carriers	343	Q	495 565	129 626	9 379	Q	Q
51711	Wired telecommunications carriers	343	Q	495 565	129 626	9 379	Q	Q
517110	Wired telecommunications carriers	343	Q	495 565	129 626	9 379	Q	Q
5172	Wireless telecommunications carriers (except satellite)	126	Q	D	D	g	Q	Q
51721	Wireless telecommunications carriers (except satellite)	126	Q	D	D	g	Q	Q
517212	Cellular and other wireless telecommunications	110	Q	D	D	g	Q	Q
5173	Telecommunications resellers	38	D	D	D	e	D	D
51731	Telecommunications resellers	38	D	D	D	e	D	D
517310	Telecommunications resellers	38	D	D	D	e	D	D
5175	Cable and other program distribution	62	Q	D	D	h	Q	Q
51751	Cable and other program distribution	62	Q	D	D	h	Q	Q
517510	Cable and other program distribution	62	Q	D	D	h	Q	Q
5179	Other telecommunications	17	D	D	D	e	D	D
51791	Other telecommunications	17	D	D	D	e	D	D
517910	Other telecommunications	17	D	D	D	e	D	D

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							From admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
51	Information—Con.							
518	Internet service providers, web search portals, and data processing services	324	D	D	D	j	D	D
5181	Internet service providers and web search portals	59	D	D	D	e	D	D
51811	Internet service providers and web search portals	59	D	D	D	e	D	D
518111	Internet service providers	53	D	D	D	e	D	D
5182	Data processing, hosting, and related services	265	D	D	D	j	D	D
51821	Data processing, hosting, and related services	265	D	D	D	j	D	D
518210	Data processing, hosting, and related services	265	D	D	D	j	D	D
519	Other information services	28	36 927	11 325	2 807	395	10.9	17.3
5191	Other information services	28	36 927	11 325	2 807	395	10.9	17.3
51912	Libraries and archives	14	5 182	2 751	743	89	28.0	26.8
519120	Libraries and archives	14	5 182	2 751	743	89	28.0	26.8
51919	All other information services	7	10 863	4 149	950	211	22.7	—
519190	All other information services	7	10 863	4 149	950	211	22.7	—
Faribault-Northfield, MN Micropolitan Statistical Area								
51	Information	31	N	10 409	2 369	349	N	N
511	Publishing industries (except Internet)	8	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	5	D	D	D	c	D	D
Hutchinson, MN Micropolitan Statistical Area								
51	Information	16	N	8 244	2 443	261	N	N
517	Telecommunications	4	N	5 017	1 705	92	N	N
Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area								
51	Information	1 801	N	2 858 259	751 635	55 476	N	N
511	Publishing industries (except Internet)	509	4 607 953	1 390 121	374 837	22 668	1.6	11.8
5111	Newspaper, periodical, book, and directory publishers	314	2 962 075	805 968	221 260	15 680	2.0	15.3
51111	Newspaper publishers	93	607 628	197 111	49 969	4 968	.8	64.1
511110	Newspaper publishers	93	607 628	197 111	49 969	4 968	.8	64.1
51112	Periodical publishers	98	D	D	D	g	D	D
511120	Periodical publishers	98	D	D	D	g	D	D
51113	Book publishers	79	1 741 479	501 492	145 336	8 307	1.6	1.1
511130	Book publishers	79	1 741 479	501 492	145 336	8 307	1.6	1.1
51114	Directory and mailing list publishers	26	D	D	D	f	D	D
511140	Directory and mailing list publishers	26	D	D	D	f	D	D
51119	Other publishers	18	D	D	D	c	D	D
511199	All other publishers	16	D	D	D	c	D	D
5112	Software publishers	195	1 645 878	584 153	153 577	6 988	.8	5.5
51121	Software publishers	195	1 645 878	584 153	153 577	6 988	.8	5.5
511210	Software publishers	195	1 645 878	584 153	153 577	6 988	.8	5.5
512	Motion picture and sound recording industries	315	N	65 222	15 484	3 380	N	N
5121	Motion picture and video industries	274	N	D	D	h	N	N
51211	Motion picture and video production	174	Q	D	D	f	Q	Q
512110	Motion picture and video production	174	Q	D	D	f	Q	Q
51213	Motion picture and video exhibition	68	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins)	66	D	D	D	g	D	D
51219	Postproduction and other motion picture and video industries	31	D	D	D	c	D	D
512191	Teleproduction and other postproduction services	27	D	D	D	c	D	D
5122	Sound recording industries	41	N	D	D	c	N	N
51224	Sound recording studios	24	D	D	D	b	D	D
512240	Sound recording studios	24	D	D	D	b	D	D
515	Broadcasting (except Internet)	68	526 988	136 452	32 644	2 788	5.4	4.3
5151	Radio and television broadcasting	63	D	D	D	h	D	D
51511	Radio broadcasting	52	D	D	D	g	D	D
515111	Radio networks	8	D	D	D	c	D	D
515112	Radio stations	44	D	D	D	g	D	D
51512	Television broadcasting	11	295 121	69 023	16 328	1 268	8.0	—
515120	Television broadcasting	11	295 121	69 023	16 328	1 268	8.0	—
516	Internet publishing and broadcasting	29	57 023	18 575	4 791	327	1.3	19.5
5161	Internet publishing and broadcasting	29	57 023	18 575	4 791	327	1.3	19.5
51611	Internet publishing and broadcasting	29	57 023	18 575	4 791	327	1.3	19.5
516110	Internet publishing and broadcasting	29	57 023	18 575	4 791	327	1.3	19.5

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area—Con.								
51	Information—Con.							
517	Telecommunications	541	N	670 104	172 609	14 520	N	N
5171	Wired telecommunications carriers	311	Q	478 132	124 786	8 998	Q	Q
51711	Wired telecommunications carriers	311	Q	478 132	124 786	8 998	Q	Q
517110	Wired telecommunications carriers	311	Q	478 132	124 786	8 998	Q	Q
5172	Wireless telecommunications carriers (except satellite)	116	Q	84 237	21 615	1 759	Q	Q
51721	Wireless telecommunications carriers (except satellite)	116	Q	84 237	21 615	1 759	Q	Q
517212	Cellular and other wireless telecommunications	101	Q	D	D	g	Q	Q
5173	Telecommunications resellers	38	D	D	D	e	D	D
51731	Telecommunications resellers	38	D	D	D	e	D	D
517310	Telecommunications resellers	38	D	D	D	e	D	D
5175	Cable and other program distribution	54	Q	82 983	19 976	3 135	Q	Q
51751	Cable and other program distribution	54	Q	82 983	19 976	3 135	Q	Q
517510	Cable and other program distribution	54	Q	82 983	19 976	3 135	Q	Q
5179	Other telecommunications	17	D	D	D	e	D	D
51791	Other telecommunications	17	D	D	D	e	D	D
517910	Other telecommunications	17	D	D	D	e	D	D
518	Internet service providers, web search portals, and data processing services	311	1 644 545	566 460	148 463	11 398	.7	7.7
5181	Internet service providers and web search portals	55	D	D	D	e	D	D
51811	Internet service providers and web search portals	55	D	D	D	e	D	D
518111	Internet service providers	50	D	D	D	e	D	D
5182	Data processing, hosting, and related services	256	D	D	D	j	D	D
51821	Data processing, hosting, and related services	256	D	D	D	j	D	D
518210	Data processing, hosting, and related services	256	D	D	D	j	D	D
519	Other information services	28	36 927	11 325	2 807	395	10.9	17.3
5191	Other information services	28	36 927	11 325	2 807	395	10.9	17.3
51912	Libraries and archives	14	5 182	2 751	743	89	28.0	26.8
519120	Libraries and archives	14	5 182	2 751	743	89	28.0	26.8
51919	All other information services	7	10 863	4 149	950	211	22.7	—
519190	All other information services	7	10 863	4 149	950	211	22.7	—
Red Wing, MN Micropolitan Statistical Area								
51	Information	20	N	8 263	2 043	247	N	N
511	Publishing industries (except Internet)	5	D	D	D	c	D	D
517	Telecommunications	11	N	D	D	b	N	N
518	Internet service providers, web search portals, and data processing services	1	D	D	D	b	D	D
St. Cloud, MN Metropolitan Statistical Area								
51	Information	71	N	46 532	10 938	1 484	N	N
511	Publishing industries (except Internet)	25	64 883	17 684	3 531	534	1.7	6.9
5111	Newspaper, periodical, book, and directory publishers	23	D	D	D	f	D	D
51111	Newspaper publishers	12	D	D	D	e	D	D
511110	Newspaper publishers	12	D	D	D	e	D	D
512	Motion picture and sound recording industries	7	N	D	D	c	N	N
5121	Motion picture and video industries	7	N	D	D	c	N	N
51213	Motion picture and video exhibition	5	D	D	D	b	D	D
515	Broadcasting (except Internet)	9	12 922	4 773	1 110	172	—	5.5
5151	Radio and television broadcasting	9	12 922	4 773	1 110	172	—	5.5
51511	Radio broadcasting	7	D	D	D	c	D	D
515112	Radio stations	7	D	D	D	c	D	D
517	Telecommunications	21	N	20 347	5 406	498	N	N
5172	Wireless telecommunications carriers (except satellite)	4	Q	D	D	b	Q	Q
51721	Wireless telecommunications carriers (except satellite)	4	Q	D	D	b	Q	Q

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab-lishments (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 ¹	Estimated ²
	WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA							
51	Information	55	N	D	D	g	N	N
511	Publishing industries (except Internet)	11	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	8	D	D	D	c	D	D
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
515	Broadcasting (except Internet)	10	D	D	D	e	D	D
5151	Radio and television broadcasting	10	D	D	D	e	D	D
51511	Radio broadcasting	6	D	D	D	c	D	D
515112	Radio stations	5	D	D	D	c	D	D
517	Telecommunications	21	N	D	D	e	N	N
5172	Wireless telecommunications carriers (except satellite)	5	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	5	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	5	Q	D	D	c	Q	Q
	Merrill, WI Micropolitan Statistical Area							
51	Information	9	N	D	D	b	N	N
	Wausau, WI Metropolitan Statistical Area							
51	Information	46	N	31 251	8 132	1 113	N	N
511	Publishing industries (except Internet)	8	18 844	5 706	1 744	251	—	1.8
5111	Newspaper, periodical, book, and directory publishers	6	D	D	D	c	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
515	Broadcasting (except Internet)	8	30 521	9 328	2 338	320	—	5.8
5151	Radio and television broadcasting	8	30 521	9 328	2 338	320	—	5.8
51511	Radio broadcasting	4	D	D	D	c	D	D
515112	Radio stations	3	D	D	D	c	D	D
517	Telecommunications	18	N	13 264	3 360	418	N	N
5172	Wireless telecommunications carriers (except satellite)	5	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	5	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	5	Q	D	D	c	Q	Q
	DULUTH, MN-WI METROPOLITAN STATISTICAL AREA							
51	Information	133	N	68 965	16 873	2 448	N	N
511	Publishing industries (except Internet)	41	59 088	21 543	5 304	762	2.5	9.9
5111	Newspaper, periodical, book, and directory publishers	38	D	D	D	f	D	D
51111	Newspaper publishers	21	48 449	17 633	4 377	642	1.3	4.0
511110	Newspaper publishers	21	48 449	17 633	4 377	642	1.3	4.0
512	Motion picture and sound recording industries	12	N	D	D	c	N	N
5121	Motion picture and video industries	11	N	D	D	c	N	N
51213	Motion picture and video exhibition	8	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins)	8	D	D	D	c	D	D
515	Broadcasting (except Internet)	20	34 754	12 237	3 001	477	.9	22.6
5151	Radio and television broadcasting	19	D	D	D	e	D	D
51511	Radio broadcasting	14	11 957	4 882	1 134	224	2.0	—
515112	Radio stations	14	11 957	4 882	1 134	224	2.0	—
517	Telecommunications	45	N	26 401	6 536	827	N	N
5171	Wired telecommunications carriers	25	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers	25	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers	25	Q	D	D	e	Q	Q
5172	Wireless telecommunications carriers (except satellite)	12	Q	D	D	e	Q	Q
51721	Wireless telecommunications carriers (except satellite)	12	Q	D	D	e	Q	Q
517212	Cellular and other wireless telecommunications	9	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	12	18 239	6 430	1 488	210	7.1	1.0
519	Other information services	2	D	D	D	b	D	D
5191	Other information services	2	D	D	D	b	D	D
51912	Libraries and archives	2	D	D	D	b	D	D
519120	Libraries and archives	2	D	D	D	b	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
GREEN BAY, WI METROPOLITAN STATISTICAL AREA								
51	Information	80	N	67 208	17 897	1 908	N	N
511	Publishing industries (except Internet)	13	58 093	13 739	4 069	580	1.7	9.8
5111	Newspaper, periodical, book, and directory publishers	11	D	D	D	f	D	D
51111	Newspaper publishers	6	D	D	D	e	D	D
511110	Newspaper publishers	6	D	D	D	e	D	D
512	Motion picture and sound recording industries	10	N	2 822	658	134	N	N
5121	Motion picture and video industries	9	N	D	D	c	N	N
51213	Motion picture and video exhibition	4	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	4	D	D	D	b	D	D
515	Broadcasting (except Internet)	12	64 877	20 476	4 786	522	.2	.4
5151	Radio and television broadcasting	12	64 877	20 476	4 786	522	.2	.4
51511	Radio broadcasting	7	21 253	7 006	1 635	206	.5	—
515112	Radio stations	6	D	D	D	c	D	D
517	Telecommunications	31	N	25 083	7 199	566	N	N
5171	Wired telecommunications carriers	17	Q	14 839	4 913	299	Q	Q
51711	Wired telecommunications carriers	17	Q	14 839	4 913	299	Q	Q
517110	Wired telecommunications carriers	17	Q	14 839	4 913	299	Q	Q
518	Internet service providers, web search portals, and data processing services	14	13 424	5 088	1 185	106	40.2	.2
IRON MOUNTAIN, MI-WI MICROPOLITAN STATISTICAL AREA								
51	Information	16	N	4 308	1 151	219	N	N
512	Motion picture and sound recording industries	1	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	7	N	1 942	560	51	N	N
JANESVILLE, WI METROPOLITAN STATISTICAL AREA								
51	Information	40	N	30 507	7 546	1 046	N	N
511	Publishing industries (except Internet)	9	22 200	8 953	2 033	306	4.2	.6
5111	Newspaper, periodical, book, and directory publishers	8	D	D	D	e	D	D
517	Telecommunications	15	N	10 086	2 650	239	N	N
518	Internet service providers, web search portals, and data processing services	9	20 722	9 412	2 318	429	—	2.8
LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA								
51	Information	58	N	67 415	15 586	1 765	N	N
511	Publishing industries (except Internet)	11	94 850	36 623	8 265	784	.1	.8
5111	Newspaper, periodical, book, and directory publishers	8	D	D	D	e	D	D
5112	Software publishers	3	D	D	D	e	D	D
51121	Software publishers	3	D	D	D	e	D	D
511210	Software publishers	3	D	D	D	e	D	D
512	Motion picture and sound recording industries	12	N	1 932	490	154	N	N
5121	Motion picture and video industries	10	N	D	D	c	N	N
51213	Motion picture and video exhibition	6	4 170	620	149	113	23.3	—
515	Broadcasting (except Internet)	10	30 170	9 471	2 373	367	—	12.1
5151	Radio and television broadcasting	10	30 170	9 471	2 373	367	—	12.1
51511	Radio broadcasting	5	D	D	D	c	D	D
515112	Radio stations	5	D	D	D	c	D	D
517	Telecommunications	15	N	14 527	3 248	331	N	N
5171	Wired telecommunications carriers	5	Q	10 734	2 366	220	Q	Q
51711	Wired telecommunications carriers	5	Q	10 734	2 366	220	Q	Q
517110	Wired telecommunications carriers	5	Q	10 734	2 366	220	Q	Q
MANITOWOC, WI MICROPOLITAN STATISTICAL AREA								
51	Information	25	N	8 780	2 131	345	N	N
517	Telecommunications	12	N	3 938	943	83	N	N
MARINETTE, WI-MI MICROPOLITAN STATISTICAL AREA								
51	Information	16	N	6 450	1 640	270	N	N
517	Telecommunications	6	N	3 305	808	78	N	N

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
MONROE, WI MICROPOLITAN STATISTICAL AREA								
51	Information	12	N	13 694	3 669	435	N	N
518	Internet service providers, web search portals, and data processing services	2	D	D	D	e	D	D
PLATTEVILLE, WI MICROPOLITAN STATISTICAL AREA								
51	Information	27	N	9 731	2 065	345	N	N
517	Telecommunications	9	N	4 462	1 038	95	N	N
SHEBOYGAN, WI METROPOLITAN STATISTICAL AREA								
51	Information	27	N	11 430	2 806	408	N	N
511	Publishing industries (except Internet)	5	15 877	4 252	939	163	—	—
5111	Newspaper, periodical, book, and directory publishers	5	15 877	4 252	939	163	—	—
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	12	N	5 122	1 342	126	N	N
STEVENS POINT, WI MICROPOLITAN STATISTICAL AREA								
51	Information	17	N	8 159	2 070	284	N	N
511	Publishing industries (except Internet)	7	11 722	3 314	809	136	2.4	—
5111	Newspaper, periodical, book, and directory publishers	6	D	D	D	c	D	D
517	Telecommunications	6	N	D	D	b	N	N
518	Internet service providers, web search portals, and data processing services	1	D	D	D	b	D	D
WATERTOWN-FORT ATKINSON, WI MICROPOLITAN STATISTICAL AREA								
51	Information	28	N	25 129	6 183	696	N	N
511	Publishing industries (except Internet)	14	81 602	22 458	5 400	588	5.6	71.1
5111	Newspaper, periodical, book, and directory publishers	13	D	D	D	f	D	D
51112	Periodical publishers	6	D	D	D	e	D	D
511120	Periodical publishers	6	D	D	D	e	D	D
512	Motion picture and sound recording industries	4	N	317	67	51	N	N
5121	Motion picture and video industries	4	N	317	67	51	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
WHITEWATER, WI MICROPOLITAN STATISTICAL AREA								
51	Information	32	N	11 535	2 760	385	N	N
511	Publishing industries (except Internet)	10	12 510	5 264	1 228	188	8.4	2.0
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
517	Telecommunications	11	N	4 957	1 235	107	N	N
WISCONSIN RAPIDS-MARSHFIELD, WI MICROPOLITAN STATISTICAL AREA								
51	Information	28	N	33 596	7 900	1 181	N	N
511	Publishing industries (except Internet)	8	123 518	19 171	4 435	662	—	.1
5111	Newspaper, periodical, book, and directory publishers	7	D	D	D	c	D	D
5112	Software publishers	1	D	D	D	f	D	D
51121	Software publishers	1	D	D	D	f	D	D
511210	Software publishers	1	D	D	D	f	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
515	Broadcasting (except Internet)	5	14 487	5 593	1 363	249	—	86.8
5151	Radio and television broadcasting	5	14 487	5 593	1 363	249	—	86.8
51511	Radio broadcasting	5	14 487	5 593	1 363	249	—	86.8
515112	Radio stations	5	14 487	5 593	1 363	249	—	86.8
517	Telecommunications	10	N	8 159	1 942	213	N	N

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

¹Includes receipts information obtained from administrative records of other federal agencies.

²Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

Table 3. Summary Statistics for Counties: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
ADAMS								
51	Information	7	N	808	240	42	N	N
ASHLAND								
51	Information	7	N	2 485	594	135	N	N
BARRON								
51	Information	13	N	10 150	2 359	294	N	N
517	Telecommunications	4	N	7 171	1 645	169	N	N
BAYFIELD								
51	Information	5	N	D	D	b	N	N
517	Telecommunications	1	N	D	D	b	N	N
BROWN								
51	Information	71	N	D	D	g	N	N
511	Publishing industries (except Internet)	8	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	6	D	D	D	e	D	D
51111	Newspaper publishers	2	D	D	D	e	D	D
51110	Newspaper publishers	2	D	D	D	e	D	D
512	Motion picture and sound recording industries	10	N	2 822	658	134	N	N
5121	Motion picture and video industries	9	N	D	D	c	N	N
51213	Motion picture and video exhibition	4	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	4	D	D	D	b	D	D
515	Broadcasting (except Internet)	10	D	D	D	f	D	D
5151	Radio and television broadcasting	10	D	D	D	f	D	D
51511	Radio broadcasting	5	D	D	D	c	D	D
515112	Radio stations	4	D	D	D	c	D	D
517	Telecommunications	30	N	D	D	f	N	N
5171	Wired telecommunications carriers	16	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers	16	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers	16	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	13	D	D	D	b	D	D
BUFFALO								
51	Information	5	N	903	249	30	N	N
BURNETT								
51	Information	7	N	1 831	427	72	N	N
CALUMET								
51	Information	10	N	1 925	544	75	N	N
CHIPPEWA								
51	Information	18	N	7 635	2 059	210	N	N
517	Telecommunications	11	N	5 028	1 422	92	N	N
CLARK								
51	Information	10	N	2 514	607	102	N	N
COLUMBIA								
51	Information	17	N	3 329	834	151	N	N
CRAWFORD								
51	Information	7	N	1 224	287	77	N	N

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
DANE								
51	Information	296	N	382 410	93 535	8 586	N	N
511	Publishing industries (except Internet)	102	D	D	D	h	D	D
5111	Newspaper, periodical, book, and directory publishers	76	D	D	D	g	D	D
51111	Newspaper publishers	28	D	D	D	g	D	D
511110	Newspaper publishers	28	D	D	D	g	D	D
51112	Periodical publishers	27	D	D	D	e	D	D
511120	Periodical publishers	27	D	D	D	e	D	D
51114	Directory and mailing list publishers	7	D	D	D	c	D	D
511140	Directory and mailing list publishers	7	D	D	D	c	D	D
5112	Software publishers	26	180 534	79 709	17 446	1 213	.9	8.2
51121	Software publishers	26	180 534	79 709	17 446	1 213	.9	8.2
511210	Software publishers	26	180 534	79 709	17 446	1 213	.9	8.2
512	Motion picture and sound recording industries	43	N	D	D	e	N	N
5121	Motion picture and video industries	35	N	D	D	e	N	N
51211	Motion picture and video production	24	Q	D	D	c	Q	Q
512110	Motion picture and video production	24	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	9	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins)	9	D	D	D	e	D	D
5122	Sound recording industries	8	N	D	D	b	N	N
515	Broadcasting (except Internet)	17	D	D	D	f	D	D
5151	Radio and television broadcasting	17	D	D	D	f	D	D
51511	Radio broadcasting	12	D	D	D	e	D	D
515112	Radio stations	12	D	D	D	e	D	D
517	Telecommunications	92	N	D	D	h	N	N
5171	Wired telecommunications carriers	65	Q	D	D	g	Q	Q
51711	Wired telecommunications carriers	65	Q	D	D	g	Q	Q
517110	Wired telecommunications carriers	65	Q	D	D	g	Q	Q
5172	Wireless telecommunications carriers (except satellite)	17	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite)	17	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications	16	Q	D	D	f	Q	Q
5175	Cable and other program distribution	7	Q	D	D	e	Q	Q
51751	Cable and other program distribution	7	Q	D	D	e	Q	Q
517510	Cable and other program distribution	7	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	35	D	D	D	g	D	D
5182	Data processing, hosting, and related services	27	D	D	D	g	D	D
51821	Data processing, hosting, and related services	27	D	D	D	g	D	D
518210	Data processing, hosting, and related services	27	D	D	D	g	D	D
519	Other information services	2	D	D	D	b	D	D
5191	Other information services	2	D	D	D	b	D	D
DODGE								
51	Information	20	N	7 953	2 067	300	N	N
517	Telecommunications	10	N	5 505	1 274	135	N	N
DOOR								
51	Information	19	N	3 817	899	182	N	N
DOUGLAS								
51	Information	10	N	3 356	832	155	N	N
DUNN								
51	Information	10	N	3 105	768	147	N	N
517	Telecommunications	5	N	D	D	b	N	N

See footnotes at end of table.

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							From administrative records ¹	Estimated ²
EAU CLAIRE								
51	Information	57	N	44 530	11 367	1 365	N	N
511	Publishing industries (except Internet)	12	39 286	13 315	3 737	419	52.1	18.2
5111	Newspaper, periodical, book, and directory publishers	10	D	D	D	e	D	D
512	Motion picture and sound recording industries	6	N	D	D	b	N	N
5121	Motion picture and video industries	6	N	D	D	b	N	N
51213	Motion picture and video exhibition	4	D	D	D	b	D	D
515	Broadcasting (except Internet)	12	D	D	D	e	D	D
5151	Radio and television broadcasting	11	D	D	D	e	D	D
51511	Radio broadcasting	10	D	D	D	c	D	D
515112	Radio stations	9	D	D	D	c	D	D
517	Telecommunications	20	N	16 386	3 853	342	N	N
5172	Wireless telecommunications carriers (except satellite)	6	Q	D	D	b	Q	Q
51721	Wireless telecommunications carriers (except satellite)	6	Q	D	D	b	Q	Q
518	Internet service providers, web search portals, and data processing services	7	D	D	D	c	D	D
FLORENCE								
51	Information	1	N	D	D	a	N	N
FOND DU LAC								
51	Information	35	N	25 838	6 293	988	N	N
511	Publishing industries (except Internet)	9	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	9	D	D	D	e	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
517	Telecommunications	19	N	14 515	3 458	490	N	N
5175	Cable and other program distribution	3	Q	D	D	e	Q	Q
51751	Cable and other program distribution	3	Q	D	D	e	Q	Q
517510	Cable and other program distribution	3	Q	D	D	e	Q	Q
FOREST								
51	Information	4	N	787	210	37	N	N
GRANT								
51	Information	27	N	9 731	2 065	345	N	N
517	Telecommunications	9	N	4 462	1 038	95	N	N
GREEN								
51	Information	12	N	13 694	3 669	435	N	N
518	Internet service providers, web search portals, and data processing services	2	D	D	D	e	D	D
GREEN LAKE								
51	Information	6	N	980	228	51	N	N
IOWA								
51	Information	9	N	1 933	455	75	N	N
JACKSON								
51	Information	5	N	D	D	b	N	N
JEFFERSON								
51	Information	28	N	25 129	6 183	696	N	N
511	Publishing industries (except Internet)	14	81 602	22 458	5 400	588	5.6	71.1
5111	Newspaper, periodical, book, and directory publishers	13	D	D	D	f	D	D
51112	Periodical publishers	6	D	D	D	e	D	D
511120	Periodical publishers	6	D	D	D	e	D	D
512	Motion picture and sound recording industries	4	N	317	67	51	N	N
5121	Motion picture and video industries	4	N	317	67	51	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
JUNEAU								
51	Information	8	N	1 066	245	37	N	N

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							From admini- strative records ¹	Estimated ²
KENOSHA								
51	Information	27	N	14 405	3 554	484	N	N
511	Publishing industries (except Internet)	7	20 338	8 290	2 010	283	—	2.3
5111	Newspaper, periodical, book, and directory publishers	5	D	D	D	e	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
517	Telecommunications	14	N	D	D	b	N	N
KEWAUNEE								
51	Information	3	N	D	D	b	N	N
LA CROSSE								
51	Information	48	N	59 903	13 898	1 544	N	N
511	Publishing industries (except Internet)	7	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers	4	D	D	D	e	D	D
5112	Software publishers	3	D	D	D	e	D	D
51121	Software publishers	3	D	D	D	e	D	D
511210	Software publishers	3	D	D	D	e	D	D
512	Motion picture and sound recording industries	12	N	1 932	490	154	N	N
5121	Motion picture and video industries	10	N	D	D	c	N	N
51213	Motion picture and video exhibition	6	4 170	620	149	113	23.3	—
515	Broadcasting (except Internet)	8	D	D	D	e	D	D
5151	Radio and television broadcasting	8	D	D	D	e	D	D
51511	Radio broadcasting	5	D	D	D	c	D	D
515112	Radio stations	5	D	D	D	c	D	D
517	Telecommunications	12	N	D	D	e	N	N
LAFAYETTE								
51	Information	2	N	D	D	a	N	N
LANGLADE								
51	Information	8	N	2 110	409	214	N	N
512	Motion picture and sound recording industries	2	N	D	D	c	N	N
5121	Motion picture and video industries	2	N	D	D	c	N	N
51213	Motion picture and video exhibition	2	D	D	D	c	D	D
LINCOLN								
51	Information	9	N	D	D	b	N	N
MANITOWOC								
51	Information	25	N	8 780	2 131	345	N	N
517	Telecommunications	12	N	3 938	943	83	N	N
MARATHON								
51	Information	46	N	31 251	8 132	1 113	N	N
511	Publishing industries (except Internet)	8	18 844	5 706	1 744	251	—	1.8
5111	Newspaper, periodical, book, and directory publishers	6	D	D	D	c	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
515	Broadcasting (except Internet)	8	30 521	9 328	2 338	320	—	5.8
5151	Radio and television broadcasting	8	30 521	9 328	2 338	320	—	5.8
51511	Radio broadcasting	4	D	D	D	c	D	D
515112	Radio stations	3	D	D	D	c	D	D
517	Telecommunications	18	N	13 264	3 360	418	N	N
5172	Wireless telecommunications carriers (except satellite)	5	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	5	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	5	Q	D	D	c	Q	Q
MARINETTE								
51	Information	11	N	4 165	1 042	207	N	N
MARQUETTE								
51	Information	8	N	1 070	297	39	N	N

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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							From admini- strative records ¹	Estimated ²
MILWAUKEE								
51	Information	366	N	760 594	207 019	16 761	N	N
511	Publishing industries (except Internet)	81	599 745	171 703	52 155	4 692	.5	9.0
5111	Newspaper, periodical, book, and directory publishers	53	383 732	101 363	33 483	3 602	.3	12.2
51111	Newspaper publishers	14	232 444	65 498	20 968	2 436	.1	.4
511110	Newspaper publishers	14	232 444	65 498	20 968	2 436	.1	.4
51112	Periodical publishers	22	106 981	25 378	9 887	820	—	40.4
511120	Periodical publishers	22	106 981	25 378	9 887	820	—	40.4
5112	Software publishers	28	216 013	70 340	18 672	1 090	.7	3.4
51121	Software publishers	28	216 013	70 340	18 672	1 090	.7	3.4
511210	Software publishers	28	216 013	70 340	18 672	1 090	.7	3.4
512	Motion picture and sound recording industries	57	N	D	D	g	N	N
5121	Motion picture and video industries	52	N	D	D	g	N	N
51211	Motion picture and video production	31	Q	D	D	c	Q	Q
512110	Motion picture and video production	31	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	16	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins)	16	D	D	D	g	D	D
5122	Sound recording industries	5	N	D	D	c	N	N
51223	Music publishers	1	D	D	D	c	D	D
512230	Music publishers	1	D	D	D	c	D	D
515	Broadcasting (except Internet)	23	201 112	57 626	13 954	1 273	.6	3.1
5151	Radio and television broadcasting	21	D	D	D	g	D	D
51511	Radio broadcasting	14	D	D	D	f	D	D
515112	Radio stations	12	D	D	D	f	D	D
51512	Television broadcasting	7	138 448	39 274	9 708	729	.5	—
515120	Television broadcasting	7	138 448	39 274	9 708	729	.5	—
517	Telecommunications	121	N	222 988	58 314	3 798	N	N
5171	Wired telecommunications carriers	75	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers	75	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers	75	Q	D	D	h	Q	Q
5172	Wireless telecommunications carriers (except satellite)	30	Q	D	D	e	Q	Q
51721	Wireless telecommunications carriers (except satellite)	30	Q	D	D	e	Q	Q
517212	Cellular and other wireless telecommunications	25	Q	D	D	e	Q	Q
5175	Cable and other program distribution	9	Q	D	D	e	Q	Q
51751	Cable and other program distribution	9	Q	D	D	e	Q	Q
517510	Cable and other program distribution	9	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	72	370 010	276 433	74 956	5 288	1.1	17.9
5181	Internet service providers and web search portals	10	17 535	3 257	811	139	.3	85.2
51811	Internet service providers and web search portals	10	17 535	3 257	811	139	.3	85.2
518111	Internet service providers	9	D	D	D	c	D	D
5182	Data processing, hosting, and related services	62	352 475	273 176	74 145	5 149	1.2	14.5
51821	Data processing, hosting, and related services	62	352 475	273 176	74 145	5 149	1.2	14.5
518210	Data processing, hosting, and related services	62	352 475	273 176	74 145	5 149	1.2	14.5
519	Other information services	7	D	D	D	b	D	D
5191	Other information services	7	D	D	D	b	D	D
51912	Libraries and archives	4	D	D	D	b	D	D
519120	Libraries and archives	4	D	D	D	b	D	D
MONROE								
51	Information	11	N	5 513	1 285	198	N	N
517	Telecommunications	5	N	D	D	b	N	N
OCONTO								
51	Information	6	N	D	D	b	N	N
ONEIDA								
51	Information	19	N	9 025	2 168	296	N	N
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
517	Telecommunications	9	N	4 505	1 248	120	N	N

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							From admini- strative records ¹	Estimated ²
OUTAGAMIE								
51	Information	74	N	81 306	21 128	2 113	N	N
511	Publishing industries (except Internet)	19	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	16	D	D	D	e	D	D
51111	Newspaper publishers	5	D	D	D	c	D	D
511110	Newspaper publishers	5	D	D	D	c	D	D
512	Motion picture and sound recording industries	8	N	D	D	b	N	N
5121	Motion picture and video industries	6	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	3	D	D	D	b	D	D
515	Broadcasting (except Internet)	7	D	D	D	c	D	D
5151	Radio and television broadcasting	6	D	D	D	c	D	D
51511	Radio broadcasting	5	D	D	D	c	D	D
515112	Radio stations	5	D	D	D	c	D	D
517	Telecommunications	30	N	D	D	f	N	N
5171	Wired telecommunications carriers	19	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers	19	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers	19	Q	D	D	f	Q	Q
5172	Wireless telecommunications carriers (except satellite)	9	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	9	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	10	73 632	12 977	3 087	532	.4	3.5
5182	Data processing, hosting, and related services	9	D	D	D	f	D	D
51821	Data processing, hosting, and related services	9	D	D	D	f	D	D
518210	Data processing, hosting, and related services	9	D	D	D	f	D	D
OZAUKEE								
51	Information	31	N	13 226	3 153	383	N	N
511	Publishing industries (except Internet)	12	20 384	8 552	1 984	192	7.5	—
5111	Newspaper, periodical, book, and directory publishers	8	D	D	D	c	D	D
512	Motion picture and sound recording industries	6	N	1 054	231	87	N	N
5121	Motion picture and video industries	6	N	1 054	231	87	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
PEPIN								
51	Information	4	N	592	137	20	N	N
PIERCE								
51	Information	15	N	4 864	1 259	176	N	N
POLK								
51	Information	20	N	9 584	2 284	334	N	N
511	Publishing industries (except Internet)	9	38 710	6 774	1 659	228	.6	16.9
5111	Newspaper, periodical, book, and directory publishers	8	D	D	D	c	D	D
517	Telecommunications	5	N	2 200	494	53	N	N
PORTAGE								
51	Information	17	N	8 159	2 070	284	N	N
511	Publishing industries (except Internet)	7	11 722	3 314	809	136	2.4	—
5111	Newspaper, periodical, book, and directory publishers	6	D	D	D	c	D	D
517	Telecommunications	6	N	D	D	b	N	N
518	Internet service providers, web search portals, and data processing services	1	D	D	D	b	D	D
PRICE								
51	Information	4	N	1 184	271	79	N	N
RACINE								
51	Information	36	N	22 168	5 543	603	N	N
511	Publishing industries (except Internet)	7	26 965	9 354	2 136	316	1.3	—
5111	Newspaper, periodical, book, and directory publishers	6	D	D	D	e	D	D
512	Motion picture and sound recording industries	9	N	D	D	b	N	N
5121	Motion picture and video industries	6	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
517	Telecommunications	14	N	10 095	2 674	174	N	N

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							From admini- strative records ¹	Estimated ²
51	RICHLAND							
	Information	9	N	1 176	277	66	N	N
	ROCK							
51	Information	40	N	30 507	7 546	1 046	N	N
511	Publishing industries (except Internet)	9	22 200	8 953	2 033	306	4.2	.6
5111	Newspaper, periodical, book, and directory publishers	8	D	D	D	e	D	D
517	Telecommunications	15	N	10 086	2 650	239	N	N
518	Internet service providers, web search portals, and data processing services	9	20 722	9 412	2 318	429	—	2.8
	RUSK							
51	Information	6	N	3 098	746	75	N	N
517	Telecommunications	4	N	D	D	b	N	N
	ST. CROIX							
51	Information	29	N	5 025	1 201	183	N	N
512	Motion picture and sound recording industries	5	N	D	D	b	N	N
5121	Motion picture and video industries	5	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
517	Telecommunications	11	N	D	D	b	N	N
	SAUK							
51	Information	22	N	4 676	1 149	263	N	N
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	4	D	D	D	b	D	D
	SAWYER							
51	Information	7	N	1 078	258	64	N	N
	SHAWANO							
51	Information	17	N	4 370	1 051	203	N	N
	SHEBOYGAN							
51	Information	27	N	11 430	2 806	408	N	N
511	Publishing industries (except Internet)	5	15 877	4 252	939	163	—	—
5111	Newspaper, periodical, book, and directory publishers	5	15 877	4 252	939	163	—	—
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	12	N	5 122	1 342	126	N	N
	TAYLOR							
51	Information	8	N	2 166	500	68	N	N
	TREMPEALEAU							
51	Information	14	N	5 794	1 432	198	N	N
	VERNON							
51	Information	14	N	3 631	855	169	N	N
517	Telecommunications	6	N	2 224	519	55	N	N
	VILAS							
51	Information	12	N	2 896	615	101	N	N
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
	WALWORTH							
51	Information	32	N	11 535	2 760	385	N	N
511	Publishing industries (except Internet)	10	12 510	5 264	1 228	188	8.4	2.0
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
517	Telecommunications	11	N	4 957	1 235	107	N	N

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
WASHBURN								
51	Information	7	N	D	D	b	N	N
WASHINGTON								
51	Information	35	N	11 005	2 614	411	N	N
511	Publishing industries (except Internet)	8	18 598	6 306	1 577	275	1.1	46.8
5111	Newspaper, periodical, book, and directory publishers	7	D	D	D	c	D	D
512	Motion picture and sound recording industries	5	N	D	D	a	N	N
5121	Motion picture and video industries	4	N	D	D	a	N	N
51213	Motion picture and video exhibition	3	D	D	D	a	D	D
517	Telecommunications	13	N	D	D	b	N	N
WAUKESHA								
51	Information	210	N	389 504	100 133	7 156	N	N
511	Publishing industries (except Internet)	67	446 990	106 483	28 311	1 910	2.7	5.5
5111	Newspaper, periodical, book, and directory publishers	37	269 845	45 009	11 063	1 186	3.4	4.5
51112	Periodical publishers	18	102 525	27 855	6 790	714	—	11.0
511120	Periodical publishers	18	102 525	27 855	6 790	714	—	11.0
51114	Directory and mailing list publishers	4	D	D	D	c	D	D
511140	Directory and mailing list publishers	4	D	D	D	c	D	D
5112	Software publishers	30	177 145	61 474	17 248	724	1.5	7.1
51121	Software publishers	30	177 145	61 474	17 248	724	1.5	7.1
511210	Software publishers	30	177 145	61 474	17 248	724	1.5	7.1
512	Motion picture and sound recording industries	19	N	D	D	e	N	N
5121	Motion picture and video industries	18	N	D	D	e	N	N
51213	Motion picture and video exhibition	8	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins)	8	D	D	D	e	D	D
517	Telecommunications	85	N	165 791	43 229	2 621	N	N
5171	Wired telecommunications carriers	53	Q	D	D	g	Q	Q
51711	Wired telecommunications carriers	53	Q	D	D	g	Q	Q
517110	Wired telecommunications carriers	53	Q	D	D	g	Q	Q
5172	Wireless telecommunications carriers (except satellite)	18	Q	D	D	e	Q	Q
51721	Wireless telecommunications carriers (except satellite)	18	Q	D	D	e	Q	Q
517212	Cellular and other wireless telecommunications	16	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	31	368 735	110 951	27 006	2 151	—	23.1
5182	Data processing, hosting, and related services	27	366 963	110 352	26 812	2 129	—	23.1
51821	Data processing, hosting, and related services	27	366 963	110 352	26 812	2 129	—	23.1
518210	Data processing, hosting, and related services	27	366 963	110 352	26 812	2 129	—	23.1
WAUPACA								
51	Information	24	N	23 076	5 828	799	N	N
511	Publishing industries (except Internet)	13	95 305	20 962	5 293	701	1.4	—
5111	Newspaper, periodical, book, and directory publishers	13	95 305	20 962	5 293	701	1.4	—
51112	Periodical publishers	7	82 003	16 928	4 326	536	1.6	—
511120	Periodical publishers	7	82 003	16 928	4 326	536	1.6	—
517	Telecommunications	6	N	1 446	366	38	N	N
WAUSHARA								
51	Information	4	N	1 039	232	38	N	N
WINNEBAGO								
51	Information	38	N	18 405	4 850	556	N	N
511	Publishing industries (except Internet)	13	20 832	4 247	956	164	4.4	4.5
5111	Newspaper, periodical, book, and directory publishers	11	D	D	D	c	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	9	N	D	D	c	N	N

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	WOOD							
51	Information	28	N	33 596	7 900	1 181	N	N
511	Publishing industries (except Internet)	8	123 518	19 171	4 435	662	—	.1
5111	Newspaper, periodical, book, and directory publishers	7	D	D	D	c	D	D
5112	Software publishers	1	D	D	D	f	D	D
51121	Software publishers	1	D	D	D	f	D	D
511210	Software publishers	1	D	D	D	f	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
515	Broadcasting (except Internet)	5	14 487	5 593	1 363	249	—	86.8
5151	Radio and television broadcasting	5	14 487	5 593	1 363	249	—	86.8
51511	Radio broadcasting	5	14 487	5 593	1 363	249	—	86.8
515112	Radio stations	5	14 487	5 593	1 363	249	—	86.8
517	Telecommunications	10	N	8 159	1 942	213	N	N

¹Includes receipts information obtained from administrative records of other federal agencies.

²Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

Table 4. Summary Statistics for Places: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

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							From admini- strative records ¹	Estimated ²
51	ALGOMA							
	Information	1	N	D	D	b	N	N
	ALLOUEZ							
51	Information	1	N	D	D	a	N	N
512	Motion picture and sound recording industries	1	N	D	D	a	N	N
5121	Motion picture and video industries	1	N	D	D	a	N	N
	ALTOONA							
51	Information	4	N	D	D	b	N	N
	AMERY							
51	Information	4	N	848	188	30	N	N
	ANTIGO							
51	Information	6	N	D	D	c	N	N
512	Motion picture and sound recording industries	2	N	D	D	c	N	N
5121	Motion picture and video industries	2	N	D	D	c	N	N
51213	Motion picture and video exhibition	2	D	D	D	c	D	D
	APPLETON							
51	Information	31	N	44 722	11 352	945	N	N
511	Publishing industries (except Internet)	6	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	5	D	D	D	c	D	D
51111	Newspaper publishers	2	D	D	D	c	D	D
511110	Newspaper publishers	2	D	D	D	c	D	D
515	Broadcasting (except Internet)	5	D	D	D	c	D	D
5151	Radio and television broadcasting	5	D	D	D	c	D	D
51511	Radio broadcasting	5	D	D	D	c	D	D
515112	Radio stations	5	D	D	D	c	D	D
517	Telecommunications	12	N	D	D	f	N	N
5171	Wired telecommunications carriers	8	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers	8	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers	8	Q	D	D	f	Q	Q
	APPLETON (PART - OUTAGAMIE COUNTY)							
51	Information	31	N	44 722	11 352	945	N	N
511	Publishing industries (except Internet)	6	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	5	D	D	D	c	D	D
51111	Newspaper publishers	2	D	D	D	c	D	D
511110	Newspaper publishers	2	D	D	D	c	D	D
515	Broadcasting (except Internet)	5	D	D	D	c	D	D
5151	Radio and television broadcasting	5	D	D	D	c	D	D
51511	Radio broadcasting	5	D	D	D	c	D	D
515112	Radio stations	5	D	D	D	c	D	D
517	Telecommunications	12	N	D	D	f	N	N
5171	Wired telecommunications carriers	8	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers	8	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers	8	Q	D	D	f	Q	Q
	ASHLAND							
51	Information	5	N	D	D	c	N	N
	ASHWAUBENON							
51	Information	20	N	16 725	5 275	432	N	N
512	Motion picture and sound recording industries	1	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
515	Broadcasting (except Internet)	3	D	D	D	c	D	D
5151	Radio and television broadcasting	3	D	D	D	c	D	D
517	Telecommunications	10	N	10 953	3 894	236	N	N
	BALDWIN							
51	Information	3	N	D	D	b	N	N
	BARABOO							
51	Information	5	N	870	247	40	N	N

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
51	BARRON Information	1	N	D	D	a	N	N
51	BAYSIDE Information	1	N	D	D	a	N	N
51	BAYSIDE (PART - MILWAUKEE COUNTY) Information	1	N	D	D	a	N	N
51	BEAVER DAM Information	9	N	5 797	1 509	221	N	N
517	Telecommunications	4	N	D	D	b	N	N
51	BELLEVUE Information	6	N	2 523	596	48	N	N
51	BELOIT Information	5	N	D	D	b	N	N
51	BERLIN Information	3	N	D	D	b	N	N
51	BERLIN (PART - GREEN LAKE COUNTY) Information	3	N	D	D	b	N	N
51	BLACK RIVER FALLS Information	3	N	D	D	b	N	N
51	BLOOMER Information	2	N	D	D	b	N	N
51	BOSCOBEL Information	5	N	D	D	b	N	N
51	BRILLION Information	2	N	D	D	b	N	N
51	BRODHEAD Information	1	N	D	D	a	N	N
51	BRODHEAD (PART - GREEN COUNTY) Information	1	N	D	D	a	N	N
51	BROOKFIELD Information	60	N	164 697	40 783	2 736	N	N
511	Publishing industries (except Internet)	16	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	9	144 981	10 361	2 684	260	—	.1
51114	Directory and mailing list publishers	2	D	D	D	c	D	D
511140	Directory and mailing list publishers	2	D	D	D	c	D	D
517	Telecommunications	30	N	75 673	19 740	1 092	N	N
5171	Wired telecommunications carriers	19	Q	D	D	g	Q	Q
51711	Wired telecommunications carriers	19	Q	D	D	g	Q	Q
517110	Wired telecommunications carriers	19	Q	D	D	g	Q	Q
518	Internet service providers, web search portals, and data processing services	11	215 891	73 596	16 604	1 317	—	31.8
5182	Data processing, hosting, and related services	11	215 891	73 596	16 604	1 317	—	31.8
51821	Data processing, hosting, and related services	11	215 891	73 596	16 604	1 317	—	31.8
518210	Data processing, hosting, and related services	11	215 891	73 596	16 604	1 317	—	31.8
51	BROWN DEER Information	9	N	D	D	g	N	N
515	Broadcasting (except Internet)	1	D	D	D	c	D	D
5151	Radio and television broadcasting	1	D	D	D	c	D	D
518	Internet service providers, web search portals, and data processing services	4	D	D	D	g	D	D
5182	Data processing, hosting, and related services	4	D	D	D	g	D	D
51821	Data processing, hosting, and related services	4	D	D	D	g	D	D
518210	Data processing, hosting, and related services	4	D	D	D	g	D	D
51	BURLINGTON Information	3	N	D	D	b	N	N

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
	BURLINGTON (PART - RACINE COUNTY)							
51	Information	3	N	D	D	b	N	N
	CALEDONIA							
51	Information	3	N	675	169	15	N	N
	CEDARBURG							
51	Information	5	N	5 907	1 086	103	N	N
	CHILTON							
51	Information	3	N	D	D	b	N	N
	CHIPPEWA FALLS							
51	Information	6	N	3 370	948	113	N	N
	CLINTONVILLE							
51	Information	3	N	D	D	b	N	N
	COLUMBUS							
51	Information	1	N	D	D	a	N	N
	COLUMBUS (PART - COLUMBIA COUNTY)							
51	Information	1	N	D	D	a	N	N
	COTTAGE GROVE							
51	Information	3	N	D	D	a	N	N
	DEFOREST							
51	Information	2	N	D	D	a	N	N
	DELAFIELD							
51	Information	7	N	926	214	55	N	N
512	Motion picture and sound recording industries	1	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
	DELAVAN							
51	Information	8	N	3 591	882	153	N	N
	DE PERE							
51	Information	5	N	2 022	446	87	N	N
	DODGEVILLE							
51	Information	5	N	D	D	b	N	N
	EAU CLAIRE							
51	Information	53	N	43 612	11 173	1 306	N	N
511	Publishing industries (except Internet)	11	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	9	D	D	D	e	D	D
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
515	Broadcasting (except Internet)	11	D	D	D	c	D	D
5151	Radio and television broadcasting	10	D	D	D	c	D	D
517	Telecommunications	20	N	17 736	4 334	357	N	N
518	Internet service providers, web search portals, and data processing services	7	D	D	D	c	D	D
	EAU CLAIRE (PART - CHIPPEWA COUNTY)							
51	Information	3	N	D	D	b	N	N

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
EAU CLAIRE (PART - EAU CLAIRE COUNTY)								
51	Information	50	N	D	D	g	N	N
511	Publishing industries (except Internet)	11	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	9	D	D	D	e	D	D
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
515	Broadcasting (except Internet)	11	D	D	D	c	D	D
5151	Radio and television broadcasting	10	D	D	D	c	D	D
517	Telecommunications	17	N	D	D	e	N	N
518	Internet service providers, web search portals, and data processing services	7	D	D	D	c	D	D
EDGERTON								
51	Information	3	N	D	D	b	N	N
EDGERTON (PART - ROCK COUNTY)								
51	Information	3	N	D	D	b	N	N
ELKHORN								
51	Information	2	N	D	D	b	N	N
ELLSWORTH								
51	Information	2	N	D	D	a	N	N
ELM GROVE								
51	Information	2	N	D	D	a	N	N
EVANSVILLE								
51	Information	1	N	D	D	a	N	N
FITCHBURG								
51	Information	10	N	4 988	1 140	165	N	N
512	Motion picture and sound recording industries	4	N	977	235	85	N	N
5121	Motion picture and video industries	4	N	977	235	85	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
FOND DU LAC								
51	Information	22	N	18 302	4 312	646	N	N
512	Motion picture and sound recording industries	1	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	14	N	D	D	e	N	N
5175	Cable and other program distribution	2	Q	D	D	e	Q	Q
51751	Cable and other program distribution	2	Q	D	D	e	Q	Q
517510	Cable and other program distribution	2	Q	D	D	e	Q	Q
FORT ATKINSON								
51	Information	7	N	18 482	4 647	462	N	N
511	Publishing industries (except Internet)	6	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	5	D	D	D	e	D	D
51112	Periodical publishers	3	D	D	D	e	D	D
511120	Periodical publishers	3	D	D	D	e	D	D
FOX POINT								
51	Information	4	N	829	202	35	N	N
FRANKLIN								
51	Information	3	N	1 293	333	25	N	N
GERMANTOWN								
51	Information	5	N	3 263	858	119	N	N

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From administrative records ¹	Estimated ²
GLENDALE								
51	Information	16	N	15 744	4 912	378	N	N
511	Publishing industries (except Internet)	7	68 794	12 890	4 272	315	.4	.4
5111	Newspaper, periodical, book, and directory publishers	5	D	D	D	e	D	D
51112	Periodical publishers	3	D	D	D	c	D	D
511120	Periodical publishers	3	D	D	D	c	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
GRAFTON								
51	Information	4	N	D	D	b	N	N
GRAND CHUTE								
51	Information	29	N	15 120	5 019	506	N	N
511	Publishing industries (except Internet)	8	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	6	D	D	D	c	D	D
512	Motion picture and sound recording industries	1	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	15	N	8 131	2 187	130	N	N
GREEN BAY								
51	Information	34	N	40 117	9 889	1 106	N	N
511	Publishing industries (except Internet)	4	53 559	12 550	3 460	453	—	9.9
5111	Newspaper, periodical, book, and directory publishers	3	D	D	D	e	D	D
51111	Newspaper publishers	2	D	D	D	e	D	D
511110	Newspaper publishers	2	D	D	D	e	D	D
512	Motion picture and sound recording industries	5	N	1 281	307	54	N	N
5121	Motion picture and video industries	5	N	1 281	307	54	N	N
515	Broadcasting (except Internet)	6	50 018	14 999	3 609	373	—	.5
5151	Radio and television broadcasting	6	50 018	14 999	3 609	373	—	.5
51511	Radio broadcasting	3	D	D	D	c	D	D
515112	Radio stations	3	D	D	D	c	D	D
517	Telecommunications	10	N	8 932	2 035	174	N	N
GREENDALE								
51	Information	3	N	D	D	f	N	N
511	Publishing industries (except Internet)	2	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	2	D	D	D	e	D	D
51112	Periodical publishers	2	D	D	D	e	D	D
511120	Periodical publishers	2	D	D	D	e	D	D
GREENFIELD								
51	Information	18	N	12 943	3 275	450	N	N
515	Broadcasting (except Internet)	6	D	D	D	c	D	D
5151	Radio and television broadcasting	6	D	D	D	c	D	D
51511	Radio broadcasting	6	D	D	D	c	D	D
515112	Radio stations	6	D	D	D	c	D	D
517	Telecommunications	8	N	7 462	1 968	159	N	N
HALES CORNERS								
51	Information	4	N	4 752	1 137	103	N	N
515	Broadcasting (except Internet)	1	D	D	D	b	D	D
5151	Radio and television broadcasting	1	D	D	D	b	D	D
51511	Radio broadcasting	1	D	D	D	b	D	D
515112	Radio stations	1	D	D	D	b	D	D
HARTFORD								
51	Information	8	N	2 391	532	119	N	N
HARTFORD (PART - WASHINGTON COUNTY)								
51	Information	8	N	2 391	532	119	N	N

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Estab-lishments (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 ¹	Estimated ²
HARTLAND								
51	Information	7	N	5 455	1 343	164	N	N
511	Publishing industries (except Internet)	5	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	4	D	D	D	c	D	D
HORICON								
51	Information	1	N	D	D	a	N	N
HOWARD								
51	Information	1	N	D	D	b	N	N
HOWARD (PART - BROWN COUNTY)								
51	Information	1	N	D	D	b	N	N
HUDSON								
51	Information	12	N	2 817	675	96	N	N
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
JANESVILLE								
51	Information	27	N	26 064	6 502	844	N	N
511	Publishing industries (except Internet)	4	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	3	D	D	D	c	D	D
517	Telecommunications	10	N	D	D	c	N	N
518	Internet service providers, web search portals, and data processing services	7	D	D	D	e	D	D
JEFFERSON								
51	Information	5	N	D	D	b	N	N
KAUKAUNA								
51	Information	3	N	D	D	e	N	N
518	Internet service providers, web search portals, and data processing services	1	D	D	D	e	D	D
5182	Data processing, hosting, and related services	1	D	D	D	e	D	D
51821	Data processing, hosting, and related services	1	D	D	D	e	D	D
518210	Data processing, hosting, and related services	1	D	D	D	e	D	D
KENOSHA								
51	Information	15	N	12 057	2 994	434	N	N
511	Publishing industries (except Internet)	5	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	4	D	D	D	e	D	D
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	6	N	D	D	b	N	N
KEWASKUM								
51	Information	2	N	D	D	a	N	N
KEWAUNEE								
51	Information	1	N	D	D	a	N	N
KIEL								
51	Information	2	N	D	D	b	N	N
KIEL (PART - MANITOWOC COUNTY)								
51	Information	2	N	D	D	b	N	N
KIMBERLY								
51	Information	2	N	D	D	c	N	N
517	Telecommunications	1	N	D	D	c	N	N

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							From administrative records ¹	Estimated ²
LA CROSSE								
51	Information	32	N	53 873	12 513	1 330	N	N
511	Publishing industries (except Internet)	4	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers	2	D	D	D	e	D	D
5112	Software publishers	2	D	D	D	e	D	D
51121	Software publishers	2	D	D	D	e	D	D
511210	Software publishers	2	D	D	D	e	D	D
512	Motion picture and sound recording industries	9	N	D	D	c	N	N
5121	Motion picture and video industries	8	N	D	D	c	N	N
51213	Motion picture and video exhibition	5	D	D	D	c	D	D
515	Broadcasting (except Internet)	5	D	D	D	c	D	D
5151	Radio and television broadcasting	5	D	D	D	c	D	D
517	Telecommunications	7	N	D	D	c	N	N
LADYSMITH								
51	Information	3	N	D	D	b	N	N
LAKE GENEVA								
51	Information	7	N	2 984	702	107	N	N
512	Motion picture and sound recording industries	1	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
LAKE MILLS								
51	Information	4	N	260	57	9	N	N
LANCASTER								
51	Information	8	N	4 358	814	115	N	N
LITTLE CHUTE								
51	Information	2	N	D	D	b	N	N
LODI								
51	Information	2	N	D	D	a	N	N
MCFARLAND								
51	Information	2	N	D	D	a	N	N
MADISON								
51	Information	185	N	244 025	58 067	5 515	N	N
511	Publishing industries (except Internet)	62	390 093	105 076	23 008	2 317	2.1	3.8
5111	Newspaper, periodical, book, and directory publishers	45	235 699	42 666	9 750	1 340	2.8	.3
51111	Newspaper publishers	12	127 961	27 968	6 273	974	.2	—
511110	Newspaper publishers	12	127 961	27 968	6 273	974	.2	—
51112	Periodical publishers	18	28 406	7 367	1 776	167	21.6	1.6
511120	Periodical publishers	18	28 406	7 367	1 776	167	21.6	1.6
51114	Directory and mailing list publishers	6	D	D	D	c	D	D
511140	Directory and mailing list publishers	6	D	D	D	c	D	D
5112	Software publishers	17	154 394	62 410	13 258	977	1.0	9.0
51121	Software publishers	17	154 394	62 410	13 258	977	1.0	9.0
511210	Software publishers	17	154 394	62 410	13 258	977	1.0	9.0
512	Motion picture and sound recording industries	26	N	D	D	e	N	N
5121	Motion picture and video industries	21	N	D	D	c	N	N
51211	Motion picture and video production	14	Q	2 879	521	59	Q	Q
512110	Motion picture and video production	14	Q	2 879	521	59	Q	Q
51213	Motion picture and video exhibition	6	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins)	6	D	D	D	c	D	D
515	Broadcasting (except Internet)	15	D	D	D	f	D	D
5151	Radio and television broadcasting	15	D	D	D	f	D	D
51511	Radio broadcasting	11	D	D	D	c	D	D
515112	Radio stations	11	D	D	D	c	D	D

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							From admini- strative records ¹	Estimated ²
	MADISON—Con.							
51	Information—Con.							
517	Telecommunications	55	N	88 395	23 056	1 666	N	N
5171	Wired telecommunications carriers	35	Q	70 821	17 730	1 230	Q	Q
51711	Wired telecommunications carriers	35	Q	70 821	17 730	1 230	Q	Q
517110	Wired telecommunications carriers	35	Q	70 821	17 730	1 230	Q	Q
5172	Wireless telecommunications carriers (except satellite)	13	Q	D	D	b	Q	Q
51721	Wireless telecommunications carriers (except satellite)	13	Q	D	D	b	Q	Q
517212	Cellular and other wireless telecommunications	13	Q	D	D	b	Q	Q
5175	Cable and other program distribution	5	Q	D	D	e	Q	Q
51751	Cable and other program distribution	5	Q	D	D	e	Q	Q
517510	Cable and other program distribution	5	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	21	81 528	23 165	5 618	655	3.3	56.5
5182	Data processing, hosting, and related services	15	78 924	22 581	5 482	636	3.3	58.0
51821	Data processing, hosting, and related services	15	78 924	22 581	5 482	636	3.3	58.0
518210	Data processing, hosting, and related services	15	78 924	22 581	5 482	636	3.3	58.0
519	Other information services	2	D	D	D	b	D	D
5191	Other information services	2	D	D	D	b	D	D
	MANITOWOC							
51	Information	13	N	5 590	1 362	234	N	N
	MARINETTE							
51	Information	6	N	D	D	c	N	N
	MARSHFIELD							
51	Information	12	N	7 057	1 783	327	N	N
515	Broadcasting (except Internet)	3	D	D	D	c	D	D
5151	Radio and television broadcasting	3	D	D	D	c	D	D
51511	Radio broadcasting	3	D	D	D	c	D	D
515112	Radio stations	3	D	D	D	c	D	D
	MARSHFIELD (PART - WOOD COUNTY)							
51	Information	12	N	7 057	1 783	327	N	N
515	Broadcasting (except Internet)	3	D	D	D	c	D	D
5151	Radio and television broadcasting	3	D	D	D	c	D	D
51511	Radio broadcasting	3	D	D	D	c	D	D
515112	Radio stations	3	D	D	D	c	D	D
	MAUSTON							
51	Information	2	N	D	D	a	N	N
	MAYVILLE							
51	Information	2	N	D	D	b	N	N
	MEDFORD							
51	Information	6	N	D	D	b	N	N
	MENASHA CITY							
51	Information	4	N	D	D	b	N	N
	MENASHA CITY (PART - WINNEBAGO COUNTY)							
51	Information	4	N	D	D	b	N	N
	MENASHA TOWN							
51	Information	6	N	D	D	c	N	N
517	Telecommunications	2	N	D	D	b	N	N
	MENOMONEE FALLS							
51	Information	8	N	2 653	623	95	N	N
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
	MENOMONIE							
51	Information	8	N	D	D	b	N	N

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							From admini- strative records ¹	Estimated ²
MEQUON								
51	Information	15	N	4 161	1 322	153	N	N
512	Motion picture and sound recording industries	3	N	847	189	68	N	N
5121	Motion picture and video industries	3	N	847	189	68	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
MERRILL								
51	Information	6	N	1 165	264	54	N	N
MIDDLETON								
51	Information	23	N	D	D	g	N	N
512	Motion picture and sound recording industries	5	N	D	D	b	N	N
517	Telecommunications	11	N	D	D	g	N	N
5171	Wired telecommunications carriers	7	Q	D	D	c	Q	Q
51711	Wired telecommunications carriers	7	Q	D	D	c	Q	Q
517110	Wired telecommunications carriers	7	Q	D	D	c	Q	Q
5172	Wireless telecommunications carriers (except satellite)	3	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite)	3	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications	3	Q	D	D	f	Q	Q
MILTON								
51	Information	3	N	D	D	b	N	N
MILWAUKEE								
51	Information	217	N	556 540	150 956	12 050	N	N
511	Publishing industries (except Internet)	42	381 180	120 373	36 360	3 367	.3	1.8
5111	Newspaper, periodical, book, and directory publishers	28	246 782	70 115	22 115	2 548	.5	2.0
51111	Newspaper publishers	10	230 575	64 375	20 699	2 390	—	.4
511110	Newspaper publishers	10	230 575	64 375	20 699	2 390	—	.4
5112	Software publishers	14	134 398	50 258	14 245	819	.1	1.5
51121	Software publishers	14	134 398	50 258	14 245	819	.1	1.5
511210	Software publishers	14	134 398	50 258	14 245	819	.1	1.5
512	Motion picture and sound recording industries	35	N	23 637	5 904	1 378	N	N
5121	Motion picture and video industries	31	N	D	D	g	N	N
51211	Motion picture and video production	19	Q	D	D	c	Q	Q
512110	Motion picture and video production	19	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	8	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins)	8	D	D	D	g	D	D
5122	Sound recording industries	4	N	D	D	c	N	N
51223	Music publishers	1	D	D	D	c	D	D
512230	Music publishers	1	D	D	D	c	D	D
515	Broadcasting (except Internet)	13	D	D	D	f	D	D
5151	Radio and television broadcasting	11	D	D	D	f	D	D
51511	Radio broadcasting	6	D	D	D	c	D	D
515112	Radio stations	4	D	D	D	c	D	D
51512	Television broadcasting	5	D	D	D	f	D	D
515120	Television broadcasting	5	D	D	D	f	D	D
517	Telecommunications	76	N	190 388	49 558	3 113	N	N
5171	Wired telecommunications carriers	53	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers	53	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers	53	Q	D	D	h	Q	Q
5172	Wireless telecommunications carriers (except satellite)	13	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	13	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	41	195 290	181 076	49 134	3 346	1.8	21.3
5182	Data processing, hosting, and related services	36	191 672	180 396	48 959	3 300	1.8	20.0
51821	Data processing, hosting, and related services	36	191 672	180 396	48 959	3 300	1.8	20.0
518210	Data processing, hosting, and related services	36	191 672	180 396	48 959	3 300	1.8	20.0
519	Other information services	6	D	D	D	b	D	D
5191	Other information services	6	D	D	D	b	D	D
51912	Libraries and archives	4	D	D	D	b	D	D
519120	Libraries and archives	4	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
MILWAUKEE (PART - MILWAUKEE COUNTY)								
51	Information	215	N	D	D	j	N	N
511	Publishing industries (except Internet)	42	381 180	120 373	36 360	3 367	.3	1.8
5111	Newspaper, periodical, book, and directory publishers	28	246 782	70 115	22 115	2 548	.5	2.0
51111	Newspaper publishers	10	230 575	64 375	20 699	2 390	—	.4
511110	Newspaper publishers	10	230 575	64 375	20 699	2 390	—	.4
5112	Software publishers	14	134 398	50 258	14 245	819	.1	1.5
51121	Software publishers	14	134 398	50 258	14 245	819	.1	1.5
511210	Software publishers	14	134 398	50 258	14 245	819	.1	1.5
512	Motion picture and sound recording industries	34	N	D	D	g	N	N
5121	Motion picture and video industries	31	N	D	D	g	N	N
51211	Motion picture and video production	19	Q	D	D	c	Q	Q
512110	Motion picture and video production	19	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	8	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins)	8	D	D	D	g	D	D
5122	Sound recording industries	3	N	D	D	c	N	N
51223	Music publishers	1	D	D	D	c	D	D
512230	Music publishers	1	D	D	D	c	D	D
515	Broadcasting (except Internet)	13	D	D	D	f	D	D
5151	Radio and television broadcasting	11	D	D	D	f	D	D
51511	Radio broadcasting	6	D	D	D	c	D	D
515112	Radio stations	4	D	D	D	c	D	D
51512	Television broadcasting	5	D	D	D	f	D	D
515120	Television broadcasting	5	D	D	D	f	D	D
517	Telecommunications	75	N	D	D	h	N	N
5171	Wired telecommunications carriers	52	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers	52	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers	52	Q	D	D	h	Q	Q
5172	Wireless telecommunications carriers (except satellite)	13	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	13	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	41	195 290	181 076	49 134	3 346	1.8	21.3
5182	Data processing, hosting, and related services	36	191 672	180 396	48 959	3 300	1.8	20.0
51821	Data processing, hosting, and related services	36	191 672	180 396	48 959	3 300	1.8	20.0
518210	Data processing, hosting, and related services	36	191 672	180 396	48 959	3 300	1.8	20.0
519	Other information services	6	D	D	D	b	D	D
5191	Other information services	6	D	D	D	b	D	D
51912	Libraries and archives	4	D	D	D	b	D	D
519120	Libraries and archives	4	D	D	D	b	D	D
MILWAUKEE (PART - WASHINGTON COUNTY)								
51	Information	2	N	D	D	a	N	N
MINERAL POINT								
51	Information	2	N	D	D	a	N	N
MONDOVI								
51	Information	2	N	D	D	a	N	N
MONONA								
51	Information	6	N	D	D	f	N	N
511	Publishing industries (except Internet)	3	D	D	D	c	D	D
518	Internet service providers, web search portals, and data processing services	1	D	D	D	e	D	D
5182	Data processing, hosting, and related services	1	D	D	D	e	D	D
51821	Data processing, hosting, and related services	1	D	D	D	e	D	D
518210	Data processing, hosting, and related services	1	D	D	D	e	D	D
MONROE								
51	Information	6	N	12 590	3 401	398	N	N
518	Internet service providers, web search portals, and data processing services	1	D	D	D	e	D	D
MOSINEE								
51	Information	2	N	D	D	b	N	N
MOUNT HOREB								
51	Information	2	N	D	D	b	N	N

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
	MOUNT PLEASANT							
51	Information	6	N	8 257	2 203	140	N	N
517	Telecommunications	4	N	D	D	c	N	N
	MUKWONAGO							
51	Information	2	N	D	D	a	N	N
	MUKWONAGO (PART - WAUKESHA COUNTY)							
51	Information	2	N	D	D	a	N	N
	MUSKEGO							
51	Information	6	N	1 238	286	25	N	N
	NEENAH							
51	Information	5	N	1 343	329	30	N	N
	NEILLSVILLE							
51	Information	3	N	D	D	b	N	N
	NEW BERLIN							
51	Information	27	N	58 026	15 743	1 219	N	N
511	Publishing industries (except Internet)	10	93 378	23 136	5 779	397	.4	10.2
5111	Newspaper, periodical, book, and directory publishers	4	D	D	D	c	D	D
51112	Periodical publishers	3	D	D	D	c	D	D
511120	Periodical publishers	3	D	D	D	c	D	D
5112	Software publishers	6	D	D	D	c	D	D
51121	Software publishers	6	D	D	D	c	D	D
511210	Software publishers	6	D	D	D	c	D	D
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	1	D	D	D	b	D	D
517	Telecommunications	7	N	4 680	1 360	80	N	N
518	Internet service providers, web search portals, and data processing services	5	D	D	D	f	D	D
5182	Data processing, hosting, and related services	5	D	D	D	f	D	D
51821	Data processing, hosting, and related services	5	D	D	D	f	D	D
518210	Data processing, hosting, and related services	5	D	D	D	f	D	D
	NEW HOLSTEIN							
51	Information	2	N	D	D	a	N	N
	NEW LONDON							
51	Information	3	N	484	102	26	N	N
	NEW LONDON (PART - OUTAGAMIE COUNTY)							
51	Information	1	N	D	D	a	N	N
	NEW LONDON (PART - WAUPACA COUNTY)							
51	Information	2	N	D	D	a	N	N
	NEW RICHMOND							
51	Information	3	N	593	152	32	N	N
	OAK CREEK							
51	Information	11	N	3 772	921	167	N	N
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	2	D	D	D	b	D	D
	OCONOMOWOC							
51	Information	5	N	1 826	484	50	N	N
	OCONTO							
51	Information	1	N	D	D	b	N	N
	OCONTO FALLS							
51	Information	2	N	D	D	b	N	N

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							From admini- strative records ¹	Estimated ²
	ONALASKA							
51	Information	12	N	5 351	1 235	167	N	N
511	Publishing industries (except Internet)	2	D	D	D	b	D	D
5111	Newspaper, periodical, book, and directory publishers	1	D	D	D	b	D	D
517	Telecommunications	4	N	D	D	b	N	N
	OREGON							
51	Information	6	N	1 400	353	64	N	N
	OSHKOSH							
51	Information	14	N	9 721	2 354	284	N	N
511	Publishing industries (except Internet)	4	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	3	D	D	D	c	D	D
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	5	N	D	D	b	N	N
	PARK FALLS							
51	Information	2	N	D	D	b	N	N
	PESHTIGO							
51	Information	1	N	D	D	b	N	N
	PEWAUKEE CITY							
51	Information	20	N	60 138	16 076	887	N	N
517	Telecommunications	12	N	D	D	f	N	N
5171	Wired telecommunications carriers	9	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers	9	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers	9	Q	D	D	f	Q	Q
	PEWAUKEE VILLAGE							
51	Information	3	N	D	D	c	N	N
512	Motion picture and sound recording industries	1	N	D	D	c	N	N
5121	Motion picture and video industries	1	N	D	D	c	N	N
51213	Motion picture and video exhibition	1	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins)	1	D	D	D	c	D	D
	PLATTEVILLE							
51	Information	3	N	875	191	42	N	N
	PLEASANT PRAIRIE							
51	Information	4	N	D	D	b	N	N
	PLOVER							
51	Information	1	N	D	D	b	N	N
518	Internet service providers, web search portals, and data processing services	1	D	D	D	b	D	D
	PLYMOUTH							
51	Information	5	N	D	D	b	N	N
	PORTAGE							
51	Information	8	N	D	D	c	N	N
	PORT WASHINGTON							
51	Information	3	N	D	D	b	N	N
	PRAIRIE DU CHIEN							
51	Information	6	N	D	D	b	N	N
	PRAIRIE DU SAC							
51	Information	1	N	D	D	a	N	N
	PRESCOTT							
51	Information	1	N	D	D	a	N	N
	PULASKI							
51	Information	1	N	D	D	b	N	N

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							From admini- strative records ¹	Estimated ²
	PULASKI (PART - BROWN COUNTY)							
51	Information	1	N	D	D	b	N	N
	RACINE							
51	Information	17	N	10 998	2 584	352	N	N
511	Publishing industries (except Internet)	5	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	4	D	D	D	c	D	D
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
	REEDSBURG							
51	Information	5	N	675	175	77	N	N
	RHINELANDER							
51	Information	12	N	5 212	1 433	188	N	N
517	Telecommunications	7	N	D	D	b	N	N
	RICE LAKE							
51	Information	6	N	6 651	1 494	189	N	N
517	Telecommunications	2	N	D	D	b	N	N
	RICHFIELD							
51	Information	3	N	D	D	a	N	N
	RICHLAND CENTER							
51	Information	8	N	D	D	b	N	N
	RIPON							
51	Information	4	N	D	D	b	N	N
	RIVER FALLS							
51	Information	7	N	1 674	444	58	N	N
	RIVER FALLS (PART - PIERCE COUNTY)							
51	Information	6	N	D	D	b	N	N
	RIVER FALLS (PART - ST. CROIX COUNTY)							
51	Information	1	N	D	D	a	N	N
	ROTHSCHILD							
51	Information	3	N	D	D	b	N	N
512	Motion picture and sound recording industries	1	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
	ST. FRANCIS							
51	Information	2	N	D	D	b	N	N
	SAUK CITY							
51	Information	5	N	D	D	b	N	N
	SEYMOUR							
51	Information	1	N	D	D	a	N	N
	SHAWANO							
51	Information	8	N	3 110	781	161	N	N
	SHEBOYGAN							
51	Information	14	N	7 830	1 905	296	N	N
511	Publishing industries (except Internet)	2	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	2	D	D	D	c	D	D
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	6	N	D	D	b	N	N
	SHEBOYGAN FALLS							
51	Information	2	N	D	D	a	N	N

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							From admini- strative records ¹	Estimated ²
	SHOREWOOD							
51	Information	5	N	D	D	b	N	N
	SLINGER							
51	Information	3	N	D	D	a	N	N
	SPARTA							
51	Information	7	N	D	D	c	N	N
	SPOONER							
51	Information	3	N	D	D	b	N	N
	STEVENS POINT							
51	Information	12	N	D	D	c	N	N
511	Publishing industries (except Internet)	5	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	5	D	D	D	c	D	D
	STOUGHTON							
51	Information	5	N	363	104	21	N	N
	STURGEON BAY							
51	Information	6	N	1 734	402	111	N	N
	SUN PRAIRIE							
51	Information	14	N	14 642	3 565	417	N	N
517	Telecommunications	9	N	D	D	e	N	N
518	Internet service providers, web search portals, and data processing services	1	D	D	D	c	D	D
	SUPERIOR							
51	Information	10	N	3 356	832	155	N	N
	SUSSEX							
51	Information	1	N	D	D	a	N	N
	THIENSVILLE							
51	Information	2	N	D	D	a	N	N
	TOMAH							
51	Information	2	N	D	D	a	N	N
	TOMAHAWK							
51	Information	2	N	D	D	a	N	N
	TWO RIVERS							
51	Information	3	N	D	D	b	N	N
	UNION GROVE							
51	Information	2	N	D	D	a	N	N
	VERONA							
51	Information	8	N	11 852	2 986	264	N	N
517	Telecommunications	3	N	D	D	c	N	N
518	Internet service providers, web search portals, and data processing services	2	D	D	D	b	D	D
	VIROQUA							
51	Information	3	N	D	D	b	N	N
	WATERFORD							
51	Information	2	N	D	D	a	N	N
	WATERLOO							
51	Information	2	N	D	D	a	N	N
	WATERTOWN							
51	Information	6	N	4 110	810	116	N	N
	WATERTOWN (PART - JEFFERSON COUNTY)							
51	Information	6	N	4 110	810	116	N	N

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							From admini- strative records ¹	Estimated ²
WAUKESHA								
51	Information	29	N	29 880	7 675	693	N	N
511	Publishing industries (except Internet)	7	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	5	D	D	D	c	D	D
517	Telecommunications	15	N	18 062	4 845	360	N	N
5171	Wired telecommunications carriers	13	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers	13	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers	13	Q	D	D	e	Q	Q
WAUNAKEE								
51	Information	4	N	1 930	560	52	N	N
WAUPACA								
51	Information	8	N	5 026	1 196	208	N	N
511	Publishing industries (except Internet)	4	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	4	D	D	D	c	D	D
WAUPUN								
51	Information	1	N	D	D	a	N	N
WAUPUN (PART - FOND DU LAC COUNTY)								
51	Information	1	N	D	D	a	N	N
WAUSAU								
51	Information	29	N	27 193	6 812	945	N	N
511	Publishing industries (except Internet)	4	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	3	D	D	D	c	D	D
515	Broadcasting (except Internet)	7	D	D	D	e	D	D
5151	Radio and television broadcasting	7	D	D	D	e	D	D
51511	Radio broadcasting	3	D	D	D	c	D	D
515112	Radio stations	3	D	D	D	c	D	D
517	Telecommunications	11	N	10 901	2 775	349	N	N
5172	Wireless telecommunications carriers (except satellite)	3	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	3	Q	D	D	c	Q	Q
WAUWATOSA								
51	Information	37	N	22 834	4 936	502	N	N
511	Publishing industries (except Internet)	11	34 628	11 364	2 152	234	3.7	14.3
5111	Newspaper, periodical, book, and directory publishers	6	D	D	D	c	D	D
512	Motion picture and sound recording industries	7	N	D	D	b	N	N
5121	Motion picture and video industries	7	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	3	D	D	D	b	D	D
517	Telecommunications	13	N	8 121	2 152	159	N	N
5172	Wireless telecommunications carriers (except satellite)	7	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	7	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	7	Q	D	D	c	Q	Q
WEST ALLIS								
51	Information	31	N	30 304	8 199	606	N	N
511	Publishing industries (except Internet)	9	D	D	D	c	D	D
5112	Software publishers	4	D	D	D	c	D	D
51121	Software publishers	4	D	D	D	c	D	D
511210	Software publishers	4	D	D	D	c	D	D
517	Telecommunications	14	N	13 997	3 800	302	N	N
518	Internet service providers, web search portals, and data processing services	5	D	D	D	c	D	D
5181	Internet service providers and web search portals	1	D	D	D	b	D	D
51811	Internet service providers and web search portals	1	D	D	D	b	D	D
518111	Internet service providers	1	D	D	D	b	D	D
WEST BEND								
51	Information	9	N	3 498	798	118	N	N
512	Motion picture and sound recording industries	2	N	D	D	a	N	N
5121	Motion picture and video industries	2	N	D	D	a	N	N

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							From admini- strative records ¹	Estimated ²
WEST MILWAUKEE								
51	Information	1	N	D	D	a	N	N
WESTON								
51	Information	3	N	D	D	b	N	N
WHITEFISH BAY								
51	Information	6	N	197	33	28	N	N
WHITEWATER								
51	Information	3	N	229	47	22	N	N
WHITEWATER (PART - WALWORTH COUNTY)								
51	Information	3	N	229	47	22	N	N
WISCONSIN RAPIDS								
51	Information	11	N	24 881	5 717	786	N	N
511	Publishing industries (except Internet)	4	D	D	D	f	D	D
5112	Software publishers	1	D	D	D	f	D	D
51121	Software publishers	1	D	D	D	f	D	D
511210	Software publishers	1	D	D	D	f	D	D
517	Telecommunications	5	N	D	D	c	N	N
BALANCE OF ADAMS COUNTY								
51	Information	7	N	808	240	42	N	N
BALANCE OF ASHLAND COUNTY								
51	Information	2	N	D	D	a	N	N
BALANCE OF BARRON COUNTY								
51	Information	6	N	D	D	b	N	N
BALANCE OF BAYFIELD COUNTY								
51	Information	5	N	D	D	b	N	N
517	Telecommunications	1	N	D	D	b	N	N
BALANCE OF BROWN COUNTY								
51	Information	3	N	D	D	a	N	N
BALANCE OF BUFFALO COUNTY								
51	Information	3	N	D	D	a	N	N
BALANCE OF BURNETT COUNTY								
51	Information	7	N	1 831	427	72	N	N
BALANCE OF CALUMET COUNTY								
51	Information	3	N	D	D	a	N	N
BALANCE OF CHIPPEWA COUNTY								
51	Information	7	N	D	D	b	N	N
BALANCE OF CLARK COUNTY								
51	Information	7	N	D	D	b	N	N
BALANCE OF COLUMBIA COUNTY								
51	Information	6	N	D	D	b	N	N
BALANCE OF CRAWFORD COUNTY								
51	Information	1	N	D	D	a	N	N
BALANCE OF DANE COUNTY								
51	Information	26	N	D	D	e	N	N
511	Publishing industries (except Internet)	10	D	D	D	c	D	D
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
515	Broadcasting (except Internet)	2	D	D	D	c	D	D
5151	Radio and television broadcasting	2	D	D	D	c	D	D
51511	Radio broadcasting	1	D	D	D	c	D	D
515112	Radio stations	1	D	D	D	c	D	D
517	Telecommunications	6	N	D	D	b	N	N
BALANCE OF DODGE COUNTY								
51	Information	8	N	D	D	b	N	N
517	Telecommunications	6	N	D	D	b	N	N

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							From admini- strative records ¹	Estimated ²
51	BALANCE OF DOOR COUNTY Information	13	N	2 083	497	71	N	N
51	BALANCE OF DUNN COUNTY Information	2	N	D	D	b	N	N
517	Telecommunications	1	N	D	D	b	N	N
51	BALANCE OF EAU CLAIRE COUNTY Information	3	N	D	D	a	N	N
51	BALANCE OF FLORENCE COUNTY Information	1	N	D	D	a	N	N
51	BALANCE OF FOND DU LAC COUNTY Information	8	N	D	D	e	N	N
511	Publishing industries (except Internet)	4	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	4	D	D	D	e	D	D
51	BALANCE OF FOREST COUNTY Information	4	N	787	210	37	N	N
51	BALANCE OF GRANT COUNTY Information	11	N	D	D	c	N	N
51	BALANCE OF GREEN COUNTY Information	5	N	D	D	b	N	N
51	BALANCE OF GREEN LAKE COUNTY Information	3	N	D	D	a	N	N
51	BALANCE OF IOWA COUNTY Information	2	N	D	D	a	N	N
51	BALANCE OF JACKSON COUNTY Information	2	N	D	D	a	N	N
51	BALANCE OF JEFFERSON COUNTY Information	4	N	D	D	b	N	N
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
51	BALANCE OF JUNEAU COUNTY Information	6	N	D	D	a	N	N
51	BALANCE OF KENOSHA COUNTY Information	8	N	D	D	b	N	N
51	BALANCE OF KEWAUNEE COUNTY Information	1	N	D	D	a	N	N
51	BALANCE OF LA CROSSE COUNTY Information	4	N	679	150	47	N	N
51	BALANCE OF LAFAYETTE COUNTY Information	2	N	D	D	a	N	N
51	BALANCE OF LANGLADE COUNTY Information	2	N	D	D	a	N	N
51	BALANCE OF LINCOLN COUNTY Information	1	N	D	D	a	N	N
51	BALANCE OF MANITOWOC COUNTY Information	7	N	D	D	b	N	N
51	BALANCE OF MARATHON COUNTY Information	9	N	D	D	b	N	N
517	Telecommunications	5	N	D	D	b	N	N
51	BALANCE OF MARINETTE COUNTY Information	4	N	D	D	b	N	N

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	BALANCE OF MARQUETTE COUNTY							
51	Information	8	N	1 070	297	39	N	N
	BALANCE OF MONROE COUNTY							
51	Information	2	N	D	D	b	N	N
517	Telecommunications	2	N	D	D	b	N	N
	BALANCE OF OCONTO COUNTY							
51	Information	3	N	D	D	b	N	N
	BALANCE OF ONEIDA COUNTY							
51	Information	7	N	3 813	735	108	N	N
	BALANCE OF OUTAGAMIE COUNTY							
51	Information	5	N	D	D	b	N	N
512	Motion picture and sound recording industries	2	N	D	D	a	N	N
5121	Motion picture and video industries	1	N	D	D	a	N	N
51213	Motion picture and video exhibition	1	D	D	D	a	D	D
	BALANCE OF OZAUKEE COUNTY							
51	Information	2	N	D	D	a	N	N
	BALANCE OF PEPIN COUNTY							
51	Information	4	N	592	137	20	N	N
	BALANCE OF PIERCE COUNTY							
51	Information	6	N	D	D	c	N	N
	BALANCE OF POLK COUNTY							
51	Information	16	N	8 736	2 096	304	N	N
511	Publishing industries (except Internet)	7	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	6	D	D	D	c	D	D
517	Telecommunications	4	N	D	D	b	N	N
	BALANCE OF PORTAGE COUNTY							
51	Information	4	N	D	D	b	N	N
	BALANCE OF PRICE COUNTY							
51	Information	2	N	D	D	b	N	N
	BALANCE OF RACINE COUNTY							
51	Information	3	N	D	D	a	N	N
	BALANCE OF RICHLAND COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF ROCK COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF RUSK COUNTY							
51	Information	3	N	D	D	b	N	N
517	Telecommunications	3	N	D	D	b	N	N
	BALANCE OF ST. CROIX COUNTY							
51	Information	10	N	D	D	b	N	N
	BALANCE OF SAUK COUNTY							
51	Information	6	N	D	D	c	N	N
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
	BALANCE OF SAWYER COUNTY							
51	Information	7	N	1 078	258	64	N	N
	BALANCE OF SHAWANO COUNTY							
51	Information	9	N	1 260	270	42	N	N
	BALANCE OF SHEBOYGAN COUNTY							
51	Information	6	N	D	D	b	N	N

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (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 admini- strative records ¹	Estimated ²
	BALANCE OF TAYLOR COUNTY							
51	Information	2	N	D	D	a	N	N
	BALANCE OF TREMPLEAU COUNTY							
51	Information	14	N	5 794	1 432	198	N	N
	BALANCE OF VERNON COUNTY							
51	Information	11	N	D	D	b	N	N
517	Telecommunications	5	N	D	D	b	N	N
	BALANCE OF VILAS COUNTY							
51	Information	12	N	2 896	615	101	N	N
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
	BALANCE OF WALWORTH COUNTY							
51	Information	12	N	D	D	b	N	N
	BALANCE OF WASHBURN COUNTY							
51	Information	4	N	D	D	b	N	N
	BALANCE OF WASHINGTON COUNTY							
51	Information	3	N	D	D	b	N	N
	BALANCE OF WAUKESHA COUNTY							
51	Information	33	N	D	D	g	N	N
511	Publishing industries (except Internet)	15	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers	7	D	D	D	e	D	D
51112	Periodical publishers	5	D	D	D	e	D	D
511120	Periodical publishers	5	D	D	D	e	D	D
5112	Software publishers	8	D	D	D	e	D	D
51121	Software publishers	8	D	D	D	e	D	D
511210	Software publishers	8	D	D	D	e	D	D
512	Motion picture and sound recording industries	6	N	D	D	c	N	N
5121	Motion picture and video industries	6	N	D	D	c	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
517	Telecommunications	6	N	D	D	c	N	N
5172	Wireless telecommunications carriers (except satellite)	2	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	2	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	2	Q	D	D	c	Q	Q
	BALANCE OF WAUPACA COUNTY							
51	Information	11	N	D	D	f	N	N
511	Publishing industries (except Internet)	7	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	7	D	D	D	e	D	D
51112	Periodical publishers	4	D	D	D	e	D	D
511120	Periodical publishers	4	D	D	D	e	D	D
517	Telecommunications	3	N	D	D	b	N	N
	BALANCE OF WAUSHARA COUNTY							
51	Information	4	N	1 039	232	38	N	N
	BALANCE OF WINNEBAGO COUNTY							
51	Information	9	N	D	D	c	N	N
512	Motion picture and sound recording industries	1	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
	BALANCE OF WOOD COUNTY							
51	Information	5	N	1 658	400	68	N	N

¹Includes receipts information obtained from administrative records of other federal agencies.

²Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

Appendix A.

Explanation of Terms

ANNUAL PAYROLL

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 and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). Also included are tips and gratuities received by employees from patrons and reported to employers. 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 members of professional service organizations or associations that 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; payments to or withdrawals by proprietors or partners of an unincorporated company; and annuities or supplemental unemployment compensation benefits, even if income tax was withheld. 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 IRS on Form 941.

ESTABLISHMENTS

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

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

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

FIRST-QUARTER PAYROLL

Represents payroll paid to persons employed at any time during the quarter January to March 2002.

PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

Paid employees consist of full- 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 salaried members of professional service organizations or associations that operate under state professional corporation statutes and file corporate federal income tax returns. Not included are proprietors and partners of

unincorporated businesses; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

RECEIPTS

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

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

Appendix B.

NAICS Codes, Titles, and Descriptions

51 INFORMATION

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

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

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

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

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

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

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

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

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

511 PUBLISHING INDUSTRIES (EXCEPT INTERNET)

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

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

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

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

5111 NEWSPAPER, PERIODICAL, BOOK, AND DIRECTORY PUBLISHERS

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

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

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

51111 NEWSPAPER PUBLISHERS

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

511110 NEWSPAPER PUBLISHERS

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

51112 PERIODICAL PUBLISHERS

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

511120 PERIODICAL PUBLISHERS

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

51113 BOOK PUBLISHERS

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

511130 BOOK PUBLISHERS

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

51114 DIRECTORY AND MAILING LIST PUBLISHERS

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

51140 DIRECTORY AND MAILING LIST PUBLISHERS

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

51119 OTHER PUBLISHERS

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

51191 GREETING CARD PUBLISHERS

This industry comprises establishments primarily engaged in publishing greeting cards.

51199 ALL OTHER PUBLISHERS

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

5112 SOFTWARE PUBLISHERS

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

51121 SOFTWARE PUBLISHERS

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

511210 SOFTWARE PUBLISHERS

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

512 MOTION PICTURE AND SOUND RECORDING INDUSTRIES

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

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

5121 MOTION PICTURE AND VIDEO INDUSTRIES

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

51211 MOTION PICTURE AND VIDEO PRODUCTION

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

512110 MOTION PICTURE AND VIDEO PRODUCTION

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

51212 MOTION PICTURE AND VIDEO DISTRIBUTION

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

512120 MOTION PICTURE AND VIDEO DISTRIBUTION

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

51213 MOTION PICTURE AND VIDEO EXHIBITION

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

512131 MOTION PICTURE THEATERS (EXCEPT DRIVE-INS)

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

512132 DRIVE-IN MOTION PICTURE THEATERS

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

51219 POSTPRODUCTION SERVICES AND OTHER MOTION PICTURE AND VIDEO INDUSTRIES

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

512191 TELEPRODUCTION AND OTHER POSTPRODUCTION SERVICES

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

512199 OTHER MOTION PICTURE AND VIDEO INDUSTRIES

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

5122 SOUND RECORDING INDUSTRIES

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

51221 RECORD PRODUCTION

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

512210 RECORD PRODUCTION

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

51222 INTEGRATED RECORD PRODUCTION/DISTRIBUTION

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

512220 INTEGRATED RECORD PRODUCTION/DISTRIBUTION

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

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

51223 MUSIC PUBLISHERS

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

512230 MUSIC PUBLISHERS

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

51224 SOUND RECORDING STUDIOS

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

512240 SOUND RECORDING STUDIOS

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

51229 OTHER SOUND RECORDING INDUSTRIES

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

512290 OTHER SOUND RECORDING INDUSTRIES

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

5122902 PRODUCERS OF TAPED RADIO PROGRAMS

Establishments primarily engaged in producing taped radio shows.

5122909 ALL OTHER SOUND RECORDING INDUSTRIES

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

515 BROADCASTING (EXCEPT INTERNET)

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

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

5151 RADIO AND TELEVISION BROADCASTING

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

51511 RADIO BROADCASTING

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

515111 RADIO NETWORKS

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

515112 RADIO STATIONS

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

51512 TELEVISION BROADCASTING

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

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

515120 TELEVISION BROADCASTING

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

5152 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

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

51521 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

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

515210 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

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

516 INTERNET PUBLISHING AND BROADCASTING

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

5161 INTERNET PUBLISHING AND BROADCASTING

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

51611 INTERNET PUBLISHING AND BROADCASTING

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

516110 INTERNET PUBLISHING AND BROADCASTING

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

517 TELECOMMUNICATIONS

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

5171 WIRED TELECOMMUNICATIONS CARRIERS

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

51711 WIRED TELECOMMUNICATIONS CARRIERS

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

517110 WIRED TELECOMMUNICATIONS CARRIERS

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

5172 WIRELESS TELECOMMUNICATIONS CARRIERS (EXCEPT SATELLITE)

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

51721 WIRELESS TELECOMMUNICATIONS CARRIERS (EXCEPT SATELLITE)

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

517211 PAGING

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

517212 CELLULAR AND OTHER WIRELESS TELECOMMUNICATIONS

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

5173 TELECOMMUNICATIONS RESELLERS

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

51731 TELECOMMUNICATIONS RESELLERS

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

517310 TELECOMMUNICATIONS RESELLERS

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

5174 SATELLITE TELECOMMUNICATIONS

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

51741 SATELLITE TELECOMMUNICATIONS

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

517410 SATELLITE TELECOMMUNICATIONS

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

5175 CABLE AND OTHER PROGRAM DISTRIBUTION

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

51751 CABLE AND OTHER PROGRAM DISTRIBUTION

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

517510 CABLE AND OTHER PROGRAM DISTRIBUTION

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

5179 OTHER TELECOMMUNICATIONS

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

51791 OTHER TELECOMMUNICATIONS

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

517910 OTHER TELECOMMUNICATIONS

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

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

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

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

5181 INTERNET SERVICE PROVIDERS AND WEB SEARCH PORTALS

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

51811 INTERNET SERVICE PROVIDERS AND WEB SEARCH PORTALS

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

518111 INTERNET SERVICE PROVIDERS

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

518112 WEB SEARCH PORTALS

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

5182 DATA PROCESSING, HOSTING, AND RELATED SERVICES

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

51821 DATA PROCESSING, HOSTING, AND RELATED SERVICES

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

518210 DATA PROCESSING, HOSTING, AND RELATED SERVICES

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

519 OTHER INFORMATION SERVICES

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

5191 OTHER INFORMATION SERVICES

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

51911 NEWS SYNDICATES

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

519110 NEWS SYNDICATES

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

51912 LIBRARIES AND ARCHIVES

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

519120 LIBRARIES AND ARCHIVES

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

51919 ALL OTHER INFORMATION SERVICES

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

519190 ALL OTHER INFORMATION SERVICES

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

Appendix C.

Methodology

SOURCES OF THE DATA

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

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

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

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

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

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

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

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

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

RELIABILITY OF DATA

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

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

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

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

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

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

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

TREATMENT OF NONRESPONSE

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

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

All reports in which industry-specific data were expanded include a coverage indicator for each publication category, which shows the receipts of establishments responding to the industry-specific inquiry as a percent of total receipts for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

DISCLOSURE

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

Appendix D.

Geographic Notes

WISCONSIN

Appleton is in Calumet, Outagamie, and Winnebago Counties.

Baldwin is now tabulated separately due to a population increase. This change deletes territory from the Balance of St. Croix County.

Bayside is in Milwaukee and Ozaukee Counties.

Bellevue town is now tabulated separately due to a population increase. This change deletes territory from the Balance of Brown County.

Berlin is in Green Lake and Waushara Counties.

Brodhead is in Green and Rock Counties; it annexed into Rock County in February 2000. This change deletes territory from the Balance of Rock County.

Burlington is in Racine and Walworth Counties.

Columbus is in Columbia and Dodge Counties.

Cottage Grove is now tabulated separately due to a population increase. This change deletes territory from the Balance of Dane County.

DeForest name corrected from De Forest.

Eau Claire is in Chippewa and Eau Claire Counties.

Edgerton is in Dane and Rock Counties; it annexed into Dane County in February 1997. This change deletes territory from the Balance of Dane County.

Hartford is in Dodge and Washington Counties.

Howard is in Brown and Outagamie Counties; it annexed into Outagamie County in November 1998. This change deletes territory from the Balance of Outagamie County.

Kewaskum in Washington County was erroneously reported in Fond du Lac County for the 1997 Economic Census. This change adds territory to the Balance of Fond du Lac County.

Kiel is in Calumet and Manitowoc Counties.

Marshfield is in Marathon and Wood Counties.

Menasha city 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.

Oostburg is now tabulated separately due to a population increase. This change deletes territory from the Balance of Sheboygan County.

Pulaski is in Brown, Oconto, and Shawano Counties; it is now tabulated separately due to a population increase. This change deletes territory from the Balances of Brown, Oconto, and Shawano 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.

Balance of Brown County no longer includes Bellevue town and Pulaski (part), which are tabulated separately due to a population increase.

Balance of Dane County lost territory due to the annexation of Edgerton into the county and no longer includes Cottage Grove, which is tabulated separately due to a population increase.

Balance of Fond du Lac County includes Kewaskum (part), erroneously reported in the county in 1997.

Balance of Oconto County no longer includes Pulaski (part), which is tabulated separately due to a population increase.

Balance of Outagamie County lost territory due to the annexation of Howard into the county.

Balance of Rock County lost territory due to the annexation of Brodhead into the county.

Balance of St. Croix County no longer includes Baldwin, which is tabulated separately due to a population increase.

Balance of Shawano County no longer includes Pulaski (part), which is tabulated separately due to a population increase.

Balance of Sheboygan County no longer includes Oostburg, which is tabulated separately due to a population increase.

Appendix E.

Metropolitan and Micropolitan Statistical Areas

APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA

Appleton, WI Metropolitan Statistical Area

Calumet County, WI

Outagamie County, WI

Oshkosh-Neenah, WI Metropolitan Statistical Area

Winnebago County, WI

CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA

Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area

Chicago-Naperville-Joliet, IL Metropolitan Division

Cook County, IL

DeKalb County, IL

DuPage County, IL

Grundy County, IL

Kane County, IL

Kendall County, IL

McHenry County, IL

Will County, IL

Gary, IN Metropolitan Division

Jasper County, IN

Lake County, IN

Newton County, IN

Porter County, IN

Lake County-Kenosha County, IL-WI Metropolitan Division

Lake County, IL

Kenosha County, WI

Kankakee-Bradley, IL Metropolitan Statistical Area

Kankakee County, IL

Michigan City-La Porte, IN Metropolitan Statistical Area

LaPorte County, IN

EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA

Eau Claire, WI Metropolitan Statistical Area

Chippewa County, WI

Eau Claire County, WI

Menomonie, WI Micropolitan Statistical Area

Dunn County, WI

FOND DU LAC-BEAVER DAM, WI COMBINED STATISTICAL AREA

Beaver Dam, WI Micropolitan Statistical Area

Dodge County, WI

Fond du Lac, WI Metropolitan Statistical Area

Fond du Lac County, WI

MADISON-BARABOO, WI COMBINED STATISTICAL AREA

Baraboo, WI Micropolitan Statistical Area

Sauk County, WI

Madison, WI Metropolitan Statistical Area

Columbia County, WI

Dane County, WI

Iowa County, WI

MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA

Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area

Milwaukee County, WI

Ozaukee County, WI

Washington County, WI

Waukesha County, WI

Racine, WI Metropolitan Statistical Area

Racine County, WI

MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA

Faribault-Northfield, MN Micropolitan Statistical Area

Rice County, MN

Hutchinson, MN Micropolitan Statistical Area

McLeod County, MN

Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area

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
Washington County, MN
Wright County, MN
Pierce County, WI
St. Croix County, WI

Red Wing, MN Micropolitan Statistical Area

Goodhue County, MN

St. Cloud, MN Metropolitan Statistical Area

Benton County, MN
Stearns County, MN

WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA

Merrill, WI Micropolitan Statistical Area

Lincoln County, WI

Wausau, WI Metropolitan Statistical Area

Marathon County, WI

DULUTH, MN-WI METROPOLITAN STATISTICAL AREA

Carlton County, MN
St. Louis County, MN
Douglas County, WI

GREEN BAY, WI METROPOLITAN STATISTICAL AREA

Brown County, WI
Kewaunee County, WI
Oconto County, WI

IRON MOUNTAIN, MI-WI MICROPOLITAN STATISTICAL AREA

Dickinson County, MI
Florence County, WI

JANESVILLE, WI METROPOLITAN STATISTICAL AREA

Rock County, WI

LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA

Houston County, MN

La Crosse County, WI

MANITOWOC, WI MICROPOLITAN STATISTICAL AREA

Manitowoc County, WI

MARINETTE, WI-MI MICROPOLITAN STATISTICAL AREA

Menominee County, MI

Marinette County, WI

MONROE, WI MICROPOLITAN STATISTICAL AREA

Green County, WI

PLATTEVILLE, WI MICROPOLITAN STATISTICAL AREA

Grant County, WI

SHEBOYGAN, WI METROPOLITAN STATISTICAL AREA

Sheboygan County, WI

STEVENS POINT, WI MICROPOLITAN STATISTICAL AREA

Portage County, WI

WATERTOWN-FORT ATKINSON, WI MICROPOLITAN STATISTICAL AREA

Jefferson County, WI

WHITEWATER, WI MICROPOLITAN STATISTICAL AREA

Walworth County, WI

WISCONSIN RAPIDS-MARSHFIELD, WI MICROPOLITAN STATISTICAL AREA

Wood County, WI

