

Product Lines: 2002

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2002 Economic Census

Information

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information	137 678	X	891 845 956	X	100.0	84.2
511		Publishing industries (except Internet)	32 287	X	242 216 369	X	100.0	81.9
	31000	Newspapers - Print - Subscriptions and sales: General newspapers . . .	6 797	43 523 947	10 202 196	23.4	4.2	X
	31010	Newspapers - Print - Subscriptions and sales: Specialized newspapers .	1 016	3 049 023	427 274	14.0	.2	X
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers .	375	3 350 471	86 302	2.6	Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	110	477 450	11 159	2.3	Z	X
	31040	Newspapers - Other media- Subscriptions and sales: General newspapers ³	173	2 025 154	122 065	6.0	.1	X
	31050	Newspapers - Other media- Subscriptions and sales: Specialized newspapers ³	51	130 614	24 169	18.5	Z	X
	31060	Newspapers - Print - Sale of advertising space: General newspapers...	6 275	42 701 357	29 690 397	69.5	12.3	X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 289	7 011 855	1 076 696	15.4	.4	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	1 567	23 346 429	325 166	1.4	.1	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers	104	454 234	18 042	4.0	Z	X
	31100	Newspapers - Other media - Sale of advertising space: General newspapers ³	407	4 136 059	234 820	5.7	.1	X
	31110	Newspapers - Other media - Sale of advertising space: Specialized newspapers ³	109	314 348	30 659	9.8	Z	X
	31120	Printing services for others	3 624	27 437 769	1 198 316	4.4	.5	X
	31130	Distribution of flyers, inserts, samples, etc., for others	2 669	22 112 453	2 084 172	9.4	.9	X
	31160	Archival services	172	7 650 690	21 137	.3	Z	X
	31170	Sale or licensing of rights to content	1 123	21 687 918	460 139	2.1	.2	X
	31180	Mailing lists, rental or sale	1 577	20 939 095	1 271 990	6.1	.5	X
	31200	Publishing services for others	727	5 838 176	512 485	8.8	.2	X
	31210	Books - Print: Textbooks	685	10 994 298	8 031 040	73.0	3.3	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books	404	6 552 595	2 896 644	44.2	1.2	X
	31230	Books - Print: General reference books	857	4 273 470	1 676 909	39.2	.7	X
	31240	Books - Print: Professional, technical, and scholarly books	1 056	7 225 800	3 162 981	43.8	1.3	X
	31250	Books - Print: Adult trade books	1 134	10 903 139	7 006 458	64.3	2.9	X
	31260	Books - Print - Sale of advertising space	51	425 548	48 444	11.4	Z	X
	31270	Books - Internet: Textbooks	87	3 682 595	254 789	6.9	.1	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books	28	1 099 047	4 770	.4	Z	X
	31290	Books - Internet: General reference books	63	138 467	14 440	10.4	Z	X
	31300	Books - Internet: Professional, technical, and scholarly books	168	3 118 819	1 013 872	32.5	.4	X
	31310	Books - Internet: Adult trade books	129	3 241 965	29 979	.9	Z	X
	31320	Books - Internet - Sale of advertising space	6	104 577	1 514	1.4	Z	X
	31330	Books - Other media: Textbooks ³	119	5 850 740	324 455	5.5	.1	X
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books ³	20	3 194 776	66 556	2.1	Z	X
	31350	Books - Other media: General reference books ³	110	1 969 545	95 510	4.8	Z	X
	31360	Books - Other media: Professional, technical, and scholarly books ³	198	3 506 565	581 332	16.6	.2	X
	31370	Books - Other media: Adult trade books ³	90	3 243 625	195 040	6.0	.1	X
	31390	Greeting cards - Internet	9	141 708	6 016	4.2	Z	X
	31400	Calendars - Internet	16	10 042	278	2.8	Z	X
	31410	Patterns - Internet	6	2 635	153	5.8	Z	X
	31440	Calendars - Other media ³	7	7 244	1 429	19.7	Z	X
	31460	Cards, except greeting cards - Other media ³	10	25 480	17 189	67.5	Z	X
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis)	81	959 625	62 967	6.6	Z	X
	31480	Consulting services (Related to book publishers.)	44	39 457	1 832	4.6	Z	X
	31490	Training services (Related to book publishers.)	35	165 285	12 995	7.9	Z	X
	31500	Sale of advertising space for other media, not specified by type of publication	11	7 162	4 675	65.3	Z	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 276	24 279 325	10 794 505	44.5	4.5	X
	31520	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 315	8 060 860	3 555 614	44.1	1.5	X
	31530	Periodicals - Print - Subscriptions and sales: Other periodicals	372	1 378 327	813 878	59.0	.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	433	3 076 039	227 032	7.4	.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	254	2 405 068	403 121	16.8	.2	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	40	387 207	37 418	9.7	Z	X
	31570	Periodicals - Other media - Subscriptions and sales: General interest periodicals ³	206	1 839 121	141 129	7.7	.1	X
	31580	Periodicals - Other media - Subscriptions and sales: Business (including farming), professional, and academic periodicals ³	176	4 055 999	2 033 630	50.1	.8	X
	31590	Periodicals - Other media - Subscriptions and sales: Other periodicals ³	35	188 295	33 451	17.8	Z	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	3 815	24 641 453	14 753 881	59.9	6.1	X
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	937	5 520 954	2 860 084	51.8	1.2	X
	31620	Periodicals - Print - Sale of advertising space: Other periodicals	234	1 045 458	668 837	64.0	.3	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	363	5 576 048	63 889	1.1	Z	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	245	3 074 543	97 456	3.2	Z	X
	31650	Periodicals - Internet - Sale of advertising space: Other periodicals	18	132 915	2 974	2.2	Z	X
	31660	Periodicals - Other media - Sale of advertising space: General interest periodicals ³	129	709 365	142 040	20.0	.1	X
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals ³	109	433 113	73 217	16.9	Z	X
	31680	Periodicals - Other media - Sale of advertising space: Other periodicals ³	39	107 902	14 499	13.4	Z	X
	31750	Greeting cards - print	123	5 281 698	3 593 207	68.0	1.5	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
	31760	Cards, except greeting cards - print	71	744 550	690 146	92.7	.3	X
	31770	Calendars - print	71	3 141 589	65 182	2.1	Z	X
	31780	Patterns - print	36	120 328	106 544	88.5	Z	X
	31790	Sale of print advertising space, not specified by type of publication	338	314 227	220 992	70.3	.1	X
	31840	Directories - Print - Subscriptions and sales	352	3 356 270	655 637	19.5	.3	X
	31850	Directories - Print - Sale of advertising space	1 384	14 140 236	13 543 655	95.8	5.6	X
	31860	Directories - Internet - Subscriptions and sales	47	531 821	108 629	20.4	Z	X
	31870	Directories - Internet - Sale of advertising space	476	10 731 389	199 785	1.9	.1	X
	31880	Directories - Other media - Subscriptions and sales ³	51	520 735	118 592	22.8	Z	X
	31890	Directories - Other media - Sale of advertising space ³	6	2 739	1 514	55.3	Z	X
	31900	Databases and other collections of information - Print - Subscriptions and sales	58	360 231	141 927	39.4	.1	X
	31910	Databases and other collections of information - Print - Sale of advertising space	64	116 941	97 049	83.0	Z	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	26	732 778	380 275	51.9	.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	6	47 774	6 071	12.7	Z	X
	31940	Databases and other collections of information - Other media - Subscriptions and sales ³	63	700 147	292 958	41.8	.1	X
	31970	Sale of Internet advertising space, not specified by type of publication	54	116 461	19 991	17.2	Z	X
	31980	Printing services for others	139	2 953 594	57 943	2.0	Z	X
	32110	Music book publishing	22	397 486	7 908	2.0	Z	X
	32120	Sheet music publishing	10	96 455	4 332	4.5	Z	X
	32820	Yearbooks - Print	62	411 241	316 310	76.9	.1	X
	32830	Posters - Print	94	224 384	23 561	10.5	Z	X
	32850	Posters - Internet	18	15 614	986	6.3	Z	X
	32870	Posters - Other media ³	8	11 126	3 256	29.3	Z	X
	33800	Other publishing, not specified by type of publication	1 315	9 579 006	1 632 177	17.0	.7	X
	33850	Other Internet publishing, not specified by type of publication	220	2 512 068	94 937	3.8	Z	X
	34600	Graphic design services	311	3 005 679	37 764	1.3	Z	X
	35000	Information technology (IT) technical consulting services	1 624	47 039 408	4 179 269	8.9	1.7	X
	35050	Custom computer application design and development services	1 862	8 933 028	1 729 132	19.4	.7	X
	35250	Application service provisioning	375	1 996 635	345 626	17.3	.1	X
	35300	Business process management services	259	1 401 821	337 751	24.1	.1	X
	35500	Information technology (IT) technical support services	3 604	26 703 070	7 582 312	28.4	3.1	X
	35600	System software publishing	3 870	67 379 415	39 728 711	59.0	16.4	X
	35650	Application software publishing	7 080	84 553 091	46 747 671	55.3	19.3	X
	35700	Resale of computer hardware and software	1 230	4 595 495	550 501	12.0	.2	X
	35760	Information technology (IT) related training services	1 794	19 445 555	740 142	3.8	.3	X
	36250	Market research and public opinion polling services	54	704 030	5 553	.8	Z	X
	37820	Convention, trade shows, and other special event production and/or management	744	11 116 812	696 148	6.3	.3	X
	39000	Merchandise sales	1 794	12 281 484	1 686 537	13.7	.7	X
	39250	Rental or lease of goods and/or equipment	139	2 968 309	22 221	.7	Z	X
	39500	All other receipts	6 934	87 227 395	5 362 029	6.1	2.2	X
5111		Newspaper, periodical, book, and directory publishers	22 334	X	138 710 521	X	100.0	82.5
	31000	Newspapers - Print - Subscriptions and sales: General newspapers	6 797	43 523 947	10 202 196	23.4	7.4	81.1
	31001	Daily	2 619	40 473 731	9 157 299	22.6	6.6	X
	31002	Other than daily	4 178	9 050 216	1 044 897	11.5	.8	X
	31010	Newspapers - Print - Subscriptions and sales: Specialized newspapers	1 016	3 049 023	427 274	14.0	.3	80.2
	31011	Daily	91	358 379	69 084	19.3	.1	X
	31012	Other than daily	941	2 759 099	358 002	13.0	.3	X
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers	375	3 350 471	86 302	2.6	.1	77.8
	31021	Daily	178	3 129 813	73 370	2.3	.1	X
	31022	Other than daily	209	311 609	12 932	4.2	Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	110	477 450	11 159	2.3	Z	77.1
	31031	Daily	9	21 629	226	1.0	Z	X
	31032	Other than daily	100	455 477	10 927	2.4	Z	X
	31040	Newspapers - Other media - Subscriptions and sales: General newspapers ³	173	2 025 154	122 065	6.0	.1	82.5
	31041	Daily ³	118	1 865 074	21 875	1.2	Z	X
	31042	Other than daily ³	57	160 080	100 190	62.6	.1	X
	31050	Newspapers - Other media - Subscriptions and sales: Specialized newspapers ³	51	130 614	24 169	18.5	Z	81.8
	31051	Daily ³	8	17 716	8 128	45.9	Z	X
	31052	Other than daily ³	45	117 338	16 041	13.7	Z	X
	31060	Newspapers - Print - Sale of advertising space: General newspapers	6 275	42 701 357	29 690 397	69.5	21.4	81.9
	31061	Daily	2 359	39 740 323	26 203 434	65.9	18.9	X
	31062	Other than daily	4 470	12 006 910	3 479 800	29.0	2.5	X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 289	7 011 855	1 076 696	15.4	.8	81.2
	31071	Daily	124	1 295 543	188 908	14.6	.1	X
	31072	Other than daily	1 184	6 094 095	887 638	14.6	.6	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	1 567	23 346 429	325 166	1.4	.2	81.7
	31081	Daily	1 164	22 600 898	313 792	1.4	.2	X
	31082	Other than daily	425	1 291 548	10 771	.8	Z	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers	104	454 234	18 042	4.0	Z	80.3
	31091	Daily	13	31 277	1 871	6.0	Z	X
	31092	Other than daily	94	425 234	16 171	3.8	Z	X
	31100	Newspapers - Other media - Sale of advertising space: General newspapers ³	407	4 136 059	234 820	5.7	.2	82.1
	31101	Daily ³	160	3 821 582	195 908	5.1	.1	X
	31102	Other than daily ³	256	599 360	38 536	6.4	Z	X

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			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
	31110	Newspapers - Other media - Sale of advertising space: Specialized newspapers ³	109	314 348	30 659	9.8	Z	75.1
	31111	Daily ³	6	39 960	2 856	7.1	Z	X
	31112	Other than daily ³	103	274 388	27 803	10.1	Z	X
	31120	Printing services for others	3 624	27 437 769	1 198 316	4.4	.9	X
	31130	Distribution of flyers, inserts, samples, etc., for others	2 669	22 112 453	2 084 172	9.4	1.5	X
	31160	Archival services	172	7 650 690	21 137	.3		63.1
	31161	Archival research	55	3 743 819	5 893	.2	Z	X
	31162	Archival material	142	5 923 454	15 244	.3	Z	X
	31170	Sale or licensing of rights to content	1 123	21 687 918	460 139	2.1	.3	X
	31180	Mailing lists, rental or sale	1 577	20 939 095	1 271 990	6.1	.9	X
	31200	Publishing services for others	727	5 838 176	5 12 485	8.8	.4	X
	31210	Books - Print: Textbooks	685	10 994 298	8 031 040	73.0	5.8	74.7
	31211	Elementary and secondary school textbooks	434	8 151 695	5 795 044	71.1	4.2	X
	31212	Post-secondary textbooks	368	4 674 517	2 235 996	47.8	1.6	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books	404	6 552 595	2 896 644	44.2	2.1	X
	31230	Books - Print: General reference books	857	4 273 470	1 676 909	39.2	1.2	70.8
	31231	Maps	609	1 222 061	783 579	64.1	.6	X
	31232	Atlases and gazetteers	167	258 796	115 529	44.6	.1	X
	31233	Other, including dictionaries, encyclopedias, thesauruses, etc.	191	2 963 555	777 801	26.2	.6	X
	31240	Books - Print: Professional, technical, and scholarly books	1 056	7 225 800	3 162 981	43.8	2.3	78.6
	31241	Professional and technical books - Legal	179	2 268 060	1 209 841	53.3	.9	X
	31242	Professional and technical books - Medical	195	1 678 657	437 782	26.1	.3	X
	31243	Professional and technical books - Other	454	2 832 264	987 687	34.9	.7	X
	31244	Scholarly books	332	1 465 198	513 075	35.0	.4	X
	31250	Books - Print: Adult trade books	1 134	10 903 139	7 006 458	64.3	5.1	X
	31260	Books - Print - Sale of advertising space	51	425 548	48 444	11.4	.2	X
	31270	Books - Internet: Textbooks	87	3 682 595	254 789	6.9	.2	82.5
	31271	Elementary and secondary school textbooks	48	2 640 739	82 566	3.1	.1	X
	31272	Post-secondary textbooks	48	1 074 242	172 223	16.0	.1	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books	28	1 099 047	4 770	.4	Z	X
	31290	Books - Internet: General reference books	63	138 467	14 440	10.4	Z	82.5
	31291	Maps	35	9 615	163	1.7	Z	X
	31292	Atlases and gazetteers	10	14 817	1 135	7.7	Z	X
	31293	Other, including dictionaries, encyclopedias, thesauruses, etc.	21	126 112	13 142	10.4	Z	X
	31300	Books - Internet: Professional, technical, and scholarly books	168	3 118 819	1 013 872	32.5	.7	82.5
	31301	Professional and technical books - Legal	30	1 698 004	908 822	53.5	.7	X
	31302	Professional and technical books - Medical	33	464 861	13 434	2.9	.2	X
	31303	Professional and technical books - Other	71	927 629	84 936	9.2	.1	X
	31304	Scholarly books	42	77 270	6 680	8.6	Z	X
	31310	Books - Internet: Adult trade books	129	3 241 965	29 979	.9	Z	X
	31320	Books - Internet - Sale of advertising space	6	104 577	1 514	1.4	Z	X
	31330	Books - Other media: Textbooks ³	119	5 850 740	324 455	5.5	.2	69.8
	31331	Elementary and secondary school textbooks ³	75	3 780 860	273 107	7.2	.2	X
	31332	Post-secondary textbooks ³	52	2 097 331	51 348	2.4	Z	X
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books ³	20	3 194 776	66 556	2.1	Z	X
	31350	Books - Other media: General reference books ³	110	1 969 545	95 510	4.8	.1	82.5
	31351	Maps ³	81	278 692	55 353	19.9	Z	X
	31352	Atlases and gazetteers ³	17	36 268	22 655	62.5	Z	X
	31353	Dictionaries, encyclopedias, thesauruses, etc. ³	18	1 657 316	17 502	1.1	Z	X
	31360	Books - Other media: Professional, technical, and scholarly books ³	198	3 506 565	581 332	16.6	.4	82.4
	31361	Professional and technical books - Legal ³	25	1 749 226	120 334	6.9	.1	X
	31362	Professional and technical books - Medical ³	45	501 203	57 283	11.4	Z	X
	31363	Professional and technical books - Other ³	96	815 711	337 309	41.4	.2	X
	31364	Scholarly books ³	39	506 790	66 406	13.1	.1	X
	31370	Books - Other media: Adult trade books ³	90	3 243 625	195 040	6.0	.1	82.1
	31371	Audio ³	52	2 683 320	143 410	5.3	.1	X
	31372	Excluding audio ³	57	1 606 603	51 630	3.2	Z	X
	31390	Greeting cards - Internet	9	141 708	6 016	4.2	Z	X
	31400	Calendars - Internet	16	10 042	1 278	2.8	Z	X
	31410	Patterns - Internet	6	2 635	153	5.8	Z	X
	31440	Calendars - Other media ³	7	7 244	1 429	19.7	Z	X
	31460	Cards, except greeting cards - Other media ³	10	25 480	17 189	67.5	Z	X
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis.)	81	959 625	62 967	6.6	Z	X
	31480	Consulting services (Related to book publishers.)	44	39 457	1 832	4.6	Z	X
	31490	Training services (Related to book publishers.)	35	165 285	12 995	7.9	Z	X
	31500	Sale of advertising space for other media, not specified by type of publication	11	7 162	4 675	65.3	Z	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 276	24 279 325	10 794 505	44.5	7.8	80.2
	31511	Arts, culture, leisure, and entertainment periodicals	1 272	10 626 811	4 500 098	42.3	3.2	X
	31512	Home and living periodicals	498	4 791 575	1 817 999	37.9	1.3	X
	31513	Political, social, and business news periodicals	586	3 178 540	1 479 191	46.5	1.1	X
	31514	Other general interest periodicals	1 143	8 231 036	2 977 838	36.2	2.1	X
	31520	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 315	8 060 860	3 555 614	44.1	2.6	X
	31530	Periodicals - Print - Subscriptions and sales: Other periodicals	372	1 378 327	813 878	59.0	.6	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	433	3 076 039	227 032	7.4	.2	80.6
	31541	Arts, culture, leisure, and entertainment periodicals	152	629 289	51 636	8.2	Z	X
	31542	Home and living periodicals	38	162 318	10 393	6.4	Z	X
	31543	Political, social, and business news periodicals	154	1 685 525	112 617	6.7	.1	X
	31544	Other general interest periodicals	91	703 307	50 865	7.2	Z	X

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			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	254	2 405 068	403 121	16.8	.3	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	40	387 207	37 418	9.7	Z	X
	31570	Periodicals - Other media - Subscriptions and sales: General interest periodicals ³	206	1 839 121	141 129	7.7	.1	81.2
	31571	Arts, culture, leisure, and entertainment periodicals ³	40	572 390	24 498	4.3	Z	X
	31572	Home and living periodicals ³	16	13 236	4 474	33.8	Z	X
	31573	Political, social, and business news periodicals ³	102	941 804	77 821	8.3	.1	X
	31574	Other general interest periodicals ³	51	357 925	15 641	4.4	Z	X
	31580	Periodicals - Other media - Subscriptions and sales: Business (including farming), professional, and academic periodicals ³	176	4 055 999	2 033 630	50.1	1.5	X
	31590	Periodicals - Other media - Subscriptions and sales: Other periodicals ³	35	188 295	33 451	17.8	Z	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	3 815	24 641 453	14 753 881	59.9	10.6	79.8
	31601	Arts, culture, leisure, and entertainment periodicals	1 060	9 985 726	5 098 261	51.1	3.7	X
	31602	Home and living periodicals	483	4 849 157	2 388 057	49.2	1.7	X
	31603	Political, social, and business news periodicals	510	2 591 862	1 253 595	48.4	.9	X
	31604	Other general interest periodicals	1 968	9 312 577	6 001 249	64.4	4.3	X
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	937	5 520 954	2 860 084	51.8	2.1	X
	31620	Periodicals - Print - Sale of advertising space: Other periodicals	234	1 045 458	668 837	64.0	.5	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	363	5 576 048	63 889	1.1	Z	76.9
	31631	Arts, culture, leisure, and entertainment periodicals	114	1 469 676	15 205	1.0	Z	X
	31632	Home and living periodicals	56	2 182 743	10 056	.5	Z	X
	31633	Political, social, and business news periodicals	94	892 083	19 563	2.2	Z	X
	31634	Other general interest periodicals	107	755 815	16 047	2.1	Z	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	245	3 074 543	97 456	3.2	.1	X
	31650	Periodicals - Internet - Sale of advertising space: Other periodicals	18	132 915	2 974	2.2	Z	X
	31660	Periodicals - Other media - Sale of advertising space: General interest periodicals ³	129	709 365	142 040	20.0	.1	80.5
	31661	Arts, culture, leisure, and entertainment periodicals ³	55	217 032	80 298	37.0	.1	X
	31662	Home and living periodicals ³	27	38 951	13 974	35.9	Z	X
	31663	Political, social, and business news periodicals ³	26	378 833	18 740	4.9	Z	X
	31664	Other general interest periodicals ³	28	75 240	29 028	38.6	Z	X
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals ³	109	433 113	73 217	16.9	.1	X
	31680	Periodicals - Other media - Sale of advertising space: Other periodicals ³	39	107 902	14 499	13.4	Z	X
	31750	Greeting cards - print	123	5 281 698	3 593 207	68.0	2.6	X
	31760	Cards, except greeting cards - print	71	744 550	690 146	92.7	.5	X
	31770	Calendars - print	71	3 141 589	65 182	2.1	Z	X
	31780	Patterns - print	36	120 328	106 544	88.5	.1	X
	31790	Sale of print advertising space, not specified by type of publication	338	314 227	220 992	70.3	Z	X
	31840	Directories - Print - Subscriptions and sales	352	3 356 270	655 637	19.5	.5	X
	31850	Directories - Print - Sale of advertising space	1 384	14 140 236	13 543 655	95.8	9.8	X
	31860	Directories - Internet - Subscriptions and sales	47	531 821	108 629	20.4	.1	X
	31870	Directories - Internet - Sale of advertising space	476	10 731 389	199 785	1.9	.1	X
	31880	Directories - Other media - Subscriptions and sales ³	51	520 735	118 592	22.8	.1	X
	31890	Directories - Other media - Sale of advertising space ³	6	2 739	1 514	55.3	Z	X
	31900	Databases and other collections of information - Print - Subscriptions and sales	58	360 231	141 927	39.4	.1	X
	31910	Databases and other collections of information - Print - Sale of advertising space	64	116 941	97 049	83.0	.1	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	26	732 778	380 275	51.9	.3	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	6	47 774	6 071	12.7	Z	X
	31940	Databases and other collections of information - Other media - Subscriptions and sales ³	63	700 147	292 958	41.8	.2	X
	31970	Sale of Internet advertising space, not specified by type of publication	54	116 461	19 991	17.2	Z	X
	31980	Printing services for others	139	2 953 594	57 943	2.0	Z	X
	32110	Music book publishing	22	397 486	7 908	2.0	Z	X
	32120	Sheet music publishing	10	96 455	4 332	4.5	Z	X
	32820	Yearbooks - Print	62	411 241	316 310	76.9	.2	X
	32830	Posters - Print	94	224 384	23 561	10.5	Z	X
	32850	Posters - Internet	18	15 614	986	6.3	Z	X
	32870	Posters - Other media ³	8	11 126	3 256	29.3	Z	X
	33800	Other publishing, not specified by type of publication	1 315	9 579 006	1 632 177	17.0	1.2	82.5
	33801	Other publishing, excluding newspapers	336	4 084 009	71 666	1.8	.1	X
	33802	Other publishing, excluding books	151	1 175 661	386 777	32.9	.3	X
	33803	Other publishing, excluding periodicals	339	3 364 877	480 600	14.3	.3	X
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	464	735 110	598 050	81.4	.4	X
	33805	Other publishing, excluding directories, databases and other collections of information	26	219 348	95 084	43.3	.1	X
	33850	Other Internet publishing, not specified by type of publication	220	2 512 068	94 937	3.8	.1	82.5
	33851	Other Internet publishing, excluding newspapers	64	915 250	2 837	.3	Z	X
	33852	Other Internet publishing, excluding books	36	437 218	42 428	9.7	Z	X
	33853	Other Internet publishing, excluding periodicals	80	787 921	20 201	2.6	Z	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	33	202 765	16 122	8.0	Z	X
	33855	Other Internet publishing, excluding directories	7	168 914	13 349	7.9	Z	X
	34600	Graphic design services	311	3 005 679	37 764	1.3	Z	X
	36250	Market research and public opinion polling services	54	704 030	5 553	.8	Z	82.5
	36251	Market research services	54	704 030	5 553	.8	Z	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
	37820	Convention, trade shows, and other special event production and/or management	744	11 116 812	696 148	6.3	.5	X
	39000	Merchandise sales	1 479	10 762 262	1 456 461	13.5	1.1	44.1
	39250	Rental or lease of goods and/or equipment	139	2 968 309	22 221	.7	Z	X
	39500	All other receipts	5 309	69 039 896	4 027 372	5.8	2.9	82.5
51111		Newspaper publishers	8 603	X	46 179 063	X	100.0	91.6
	31000	Newspapers - Print - Subscriptions and sales: General newspapers	6 797	43 523 947	10 202 196	23.4	22.1	90.0
	31001	Daily	2 619	40 473 731	9 157 299	22.6	19.8	X
	31002	Other than daily	4 178	9 050 216	1 044 897	11.5	2.3	X
	31010	Newspapers - Print - Subscriptions and sales: Specialized newspapers	1 014	3 048 679	427 086	14.0	.9	89.0
	31011	Daily	91	358 379	69 084	19.3	.2	X
	31012	Other than daily	941	2 759 099	358 002	13.0	.8	X
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers	375	3 350 471	86 302	2.6	.2	86.4
	31021	Daily	178	3 129 813	73 370	2.3	.2	X
	31022	Other than daily	209	311 609	12 932	4.2	Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	108	477 106	11 153	2.3	Z	85.6
	31031	Daily	9	21 629	226	1.0	Z	X
	31032	Other than daily	100	455 477	10 927	2.4	Z	X
	31040	Newspapers - Other media - Subscriptions and sales: General newspapers ³	173	2 025 154	122 065	6.0	.3	91.5
	31041	Daily ²	118	1 865 074	21 875	1.2	Z	X
	31042	Other than daily ³	57	160 080	100 190	62.6	.2	X
	31050	Newspapers - Other media - Subscriptions and sales: Specialized newspapers ³	51	130 614	24 169	18.5	.1	90.8
	31051	Daily ²	8	17 716	8 128	45.9	Z	X
	31052	Other than daily ³	45	117 338	16 041	13.7	Z	X
	31060	Newspapers - Print - Sale of advertising space: General newspapers	6 273	42 693 216	29 683 234	69.5	64.3	90.9
	31061	Daily	2 359	39 740 323	26 203 434	65.9	56.7	X
	31062	Other than daily	4 470	12 006 910	3 479 800	29.0	7.5	X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 287	7 011 511	1 076 546	15.4	2.3	90.1
	31071	Daily	124	1 295 543	188 908	14.6	.4	X
	31072	Other than daily	1 184	6 094 095	887 638	14.6	1.9	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	1 565	23 338 288	324 563	1.4	.7	90.7
	31081	Daily	1 164	22 600 898	313 792	1.4	.7	X
	31082	Other than daily	425	1 291 548	10 771	.8	Z	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers	104	454 234	18 042	4.0	Z	89.2
	31091	Daily	13	31 277	1 871	6.0	Z	X
	31092	Other than daily	94	425 234	16 171	3.8	Z	X
	31100	Newspapers - Other media - Sale of advertising space: General newspapers ³	405	4 127 918	234 444	5.7	.5	91.2
	31101	Daily ²	160	3 821 582	195 908	5.1	.4	X
	31102	Other than daily ³	256	599 360	38 536	6.4	.1	X
	31110	Newspapers - Other media - Sale of advertising space: Specialized newspapers ³	109	314 348	30 659	9.8	.1	83.4
	31111	Daily ²	6	39 960	2 856	7.1	Z	X
	31112	Other than daily ³	103	274 388	27 803	10.1	.1	X
	31120	Printing services for others	3 104	24 389 977	919 098	3.8	2.0	X
	31130	Distribution of flyers, inserts, samples, etc., for others	2 481	20 646 839	2 041 521	9.9	4.4	X
	31160	Archival services	172	7 650 690	21 137	.3	Z	70.1
	31161	Archival research	55	3 743 819	5 893	.2	Z	X
	31162	Archival material	142	5 923 454	15 244	.3	Z	X
	31170	Sale or licensing of rights to content	101	4 328 778	20 093	.5	Z	X
	31180	Mailing lists, rental or sale	112	2 497 114	26 842	1.1	.1	X
	31200	Publishing services for others	164	1 579 130	24 298	1.5	.1	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	21	446 331	12 355	2.8	Z	X
	31850	Directories - Print - Sale of advertising space	25	50 317	2 400	4.8	Z	X
	33800	Other publishing, not specified by type of publication	338	4 088 603	72 126	1.8	.2	91.6
	33801	Other publishing, excluding newspapers	336	4 084 009	71 666	1.8	.2	X
	33850	Other Internet publishing, not specified by type of publication	66	920 220	3 337	.4	Z	91.6
	33851	Other Internet publishing, excluding newspapers	64	915 250	2 837	.3	Z	X
	34600	Graphic design services	311	3 005 679	37 764	1.3	.1	X
	36250	Market research and public opinion polling services	54	704 030	5 553	.8	Z	91.6
	36251	Market research services	54	704 030	5 553	.8	Z	X
	37820	Convention, trade shows, and other special event production and/or management	263	6 370 979	37 114	.6	.1	X
	39000	Merchandise sales	684	3 363 970	25 705	.8	.1	91.6
	39029	Resale of merchandise, not specified by type	682	3 356 206	24 691	.7	.1	X
	39250	Rental or lease of goods and/or equipment	74	1 696 261	4 727	.3	Z	X
	39500	All other receipts	2 885	33 401 794	664 202	2.0	1.4	91.6
	39522	All other receipts	2 881	33 092 382	655 137	2.0	1.4	X
511110		Newspaper publishers	8 603	X	46 179 063	X	100.0	91.6
	31000	Newspapers - Print - Subscriptions and sales: General newspapers	6 797	43 523 947	10 202 196	23.4	22.1	90.0
	31001	Daily	2 619	40 473 731	9 157 299	22.6	19.8	X
	31002	Other than daily	4 178	9 050 216	1 044 897	11.5	2.3	X
	31010	Newspapers - Print - Subscriptions and sales: Specialized newspapers	1 014	3 048 679	427 086	14.0	.9	89.0
	31011	Daily	91	358 379	69 084	19.3	.2	X
	31012	Other than daily	941	2 759 099	358 002	13.0	.8	X
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers	375	3 350 471	86 302	2.6	.2	86.4
	31021	Daily	178	3 129 813	73 370	2.3	.2	X
	31022	Other than daily	209	311 609	12 932	4.2	Z	X

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51111		Newspaper publishers—Con.						
511110		Newspaper publishers—Con.						
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	108	477 106	11 153	2.3	Z	85.6
	31031	Daily	9	21 629	226	1.0	Z	X
	31032	Other than daily	100	455 477	10 927	2.4	Z	X
	31040	Newspapers - Other media - Subscriptions and sales: General newspapers ³	173	2 025 154	122 065	6.0	.3	91.5
	31041	Daily	118	1 865 074	21 875	1.2	Z	X
	31042	Other than daily ³	57	160 080	100 190	62.6	.2	X
	31050	Newspapers - Other media - Subscriptions and sales: Specialized newspapers ³	51	130 614	24 169	18.5	.1	90.8
	31051	Daily ³	8	17 716	8 128	45.9	Z	X
	31052	Other than daily ³	45	117 338	16 041	13.7	Z	X
	31060	Newspapers - Print - Sale of advertising space: General newspapers	6 273	42 693 216	29 683 234	69.5	64.3	90.9
	31061	Daily	2 359	39 740 323	26 203 434	65.9	56.7	X
	31062	Other than daily	4 470	12 006 910	3 479 800	29.0	7.5	X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 287	7 011 511	1 076 546	15.4	2.3	90.1
	31071	Daily	124	1 295 543	188 908	14.6	.4	X
	31072	Other than daily	1 184	6 094 095	887 638	14.6	1.9	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	1 565	23 338 288	324 563	1.4	.7	90.7
	31081	Daily	1 164	22 600 898	313 792	1.4	.7	X
	31082	Other than daily	425	1 291 548	10 771	.8	Z	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers	104	454 234	18 042	4.0	Z	89.2
	31091	Daily	13	31 277	1 871	6.0	Z	X
	31092	Other than daily	94	425 234	16 171	3.8	Z	X
	31100	Newspapers - Other media - Sale of advertising space: General newspapers ³	405	4 127 918	234 444	5.7	.5	91.2
	31101	Daily ³	160	3 821 582	195 908	5.1	.4	X
	31102	Other than daily ³	256	599 360	38 536	6.4	.1	X
	31110	Newspapers - Other media - Sale of advertising space: Specialized newspapers ³	109	314 348	30 659	9.8	.1	83.4
	31111	Daily ³	6	39 960	2 856	7.1	Z	X
	31112	Other than daily ³	103	274 388	27 803	10.1	.1	X
	31120	Printing services for others	3 104	24 389 977	919 098	3.8	2.0	X
	31130	Distribution of flyers, inserts, samples, etc., for others	2 481	20 646 839	2 041 521	9.9	4.4	X
	31160	Archival services	172	7 650 690	21 137	.3	Z	70.1
	31161	Archival research	55	3 743 819	5 893	.2	Z	X
	31162	Archival material	142	5 923 454	15 244	.3	Z	X
	31170	Sale or licensing of rights to content	101	4 328 778	20 093	.5	Z	X
	31180	Mailing lists, rental or sale	112	2 497 114	26 842	1.1	.1	X
	31200	Publishing services for others	164	1 579 130	24 298	1.5	.1	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	21	446 331	12 355	2.8	Z	X
	31850	Directories - Print - Sale of advertising space	25	50 317	2 400	4.8	Z	X
	33800	Other publishing, not specified by type of publication	338	4 088 603	72 126	1.8	.2	91.6
	33801	Other publishing, excluding newspapers	336	4 084 009	71 666	1.8	.2	X
	33850	Other Internet publishing, not specified by type of publication	66	920 220	3 337	.4	Z	91.6
	33851	Other Internet publishing, excluding newspapers	64	915 250	2 837	.3	Z	X
	34600	Graphic design services	311	3 005 679	37 764	1.3	.1	X
	36250	Market research and public opinion polling services	54	704 030	5 553	.8	Z	91.6
	36251	Market research services	54	704 030	5 553	.8	Z	X
	37820	Convention, trade shows, and other special event production and/or management	263	6 370 979	37 114	.6	.1	X
	39000	Merchandise sales	684	3 363 970	25 705	.8	.1	91.6
	39029	Resale of merchandise, not specified by type	682	3 356 206	24 691	.7	.1	X
	39250	Rental or lease of goods and/or equipment	74	1 696 261	4 727	.3	Z	X
	39500	All other receipts	2 885	33 401 794	664 202	2.0	1.4	91.6
	39522	All other receipts	2 881	33 092 382	655 137	2.0	1.4	X
51112		Periodical publishers	7 298	X	40 180 864	X	100.0	68.1
	31120	Printing services for others	320	2 329 740	124 028	5.3	.3	X
	31130	Distribution of flyers, inserts, samples, etc., for others	188	1 465 614	42 651	2.9	.1	X
	31170	Sale or licensing of rights to content	402	9 089 960	188 574	2.1	.5	X
	31180	Mailing lists, rental or sale	863	13 198 691	238 200	1.8	.6	X
	31200	Publishing services for others	322	2 795 749	238 925	8.5	.6	X
	31240	Books - Print: Professional, technical, and scholarly books	7	35 188	7 714	21.9	Z	X
	31250	Books - Print: Adult trade books	34	1 336 563	129 991	9.7	.3	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 268	24 258 243	10 775 126	44.4	26.8	66.3
	31511	Arts, culture, leisure, and entertainment periodicals	1 272	10 626 811	4 500 098	42.3	11.2	X
	31512	Home and living periodicals	498	4 791 575	1 817 999	37.9	4.5	X
	31513	Political, social, and business news periodicals	586	3 178 540	1 479 191	46.5	3.7	X
	31514	Other general interest periodicals	1 143	8 231 036	2 977 838	36.2	7.4	X
	31520	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 315	8 060 860	3 555 614	44.1	8.8	X
	31530	Periodicals - Print - Subscriptions and sales: Other periodicals	362	1 300 795	780 542	60.0	1.9	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	424	3 054 642	225 511	7.4	.6	67.0
	31541	Arts, culture, leisure, and entertainment periodicals	152	629 289	51 636	8.2	.1	X
	31542	Home and living periodicals	38	162 318	10 393	6.4	Z	X
	31543	Political, social, and business news periodicals	154	1 685 525	112 617	6.7	.3	X
	31544	Other general interest periodicals	91	703 307	50 865	7.2	.1	X

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

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51112		Periodical publishers—Con.						
511120		Periodical publishers—Con.						
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	3 791	24 194 402	14 741 162	60.9	36.7	67.4
	31601	Arts, culture, leisure, and entertainment periodicals	1 060	9 985 726	5 098 261	51.1	12.7	X
	31602	Home and living periodicals	483	4 849 157	2 388 057	49.2	5.9	X
	31603	Political, social, and business news periodicals	510	2 591 862	1 253 595	48.4	3.1	X
	31604	Other general interest periodicals	1 968	9 312 577	6 001 249	64.4	14.9	X
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	937	5 520 954	2 860 084	51.8	7.1	X
	31620	Periodicals - Print - Sale of advertising space: Other periodicals	232	1 019 813	668 735	65.6	1.7	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	361	5 274 404	60 871	1.2	.2	68.1
	31631	Arts, culture, leisure, and entertainment periodicals	114	1 469 676	15 205	1.0	Z	X
	31632	Home and living periodicals	56	2 182 743	10 056	.5	Z	X
	31633	Political, social, and business news periodicals	94	892 083	19 563	2.2	Z	X
	31634	Other general interest periodicals	107	755 815	16 047	2.1	Z	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	245	3 074 543	97 456	3.2	.2	X
	31650	Periodicals - Internet - Sale of advertising space: Other periodicals	18	132 915	2 974	2.2	Z	X
	31660	Periodicals - Other media - Sale of advertising space: General interest periodicals ³	129	709 365	142 040	20.0	.4	66.4
	31661	Arts, culture, leisure, and entertainment periodicals ³	55	217 032	80 298	37.0	.2	X
	31662	Home and living periodicals ³	27	38 951	13 974	35.9	Z	X
	31663	Political, social, and business news periodicals ³	26	378 833	18 740	4.9	Z	X
	31664	Other general interest periodicals ³	28	75 240	29 028	38.6	.1	X
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals ³	109	433 113	73 217	16.9	.2	X
	31680	Periodicals - Other media - Sale of advertising space: Other periodicals ³	39	107 902	14 499	13.4	Z	X
	31850	Directories - Print - Sale of advertising space	7	9 063	1 265	14.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication	7	29 821	229	.8	Z	X
	33800	Other publishing, not specified by type of publication	337	3 432 149	551 079	16.1	1.4	68.1
	33803	Other publishing, excluding periodicals	335	3 356 615	476 301	14.2	1.2	X
	33850	Other Internet publishing, not specified by type of publication	78	782 951	19 701	2.5	Z	68.1
	33853	Other Internet publishing, excluding periodicals	78	782 951	19 701	2.5	Z	X
	37820	Convention, trade shows, and other special event production and/or management	481	4 745 833	659 034	13.9	1.6	X
	39250	Rental or lease of goods and/or equipment	44	1 260 530	16 967	1.3	Z	X
51113		Book publishers	3 526	X	27 928 786	X	100.0	83.0
	31120	Printing services for others	94	430 450	50 599	11.8	.2	X
	31170	Sale or licensing of rights to content	528	5 218 148	203 870	3.9	.7	71.7
	31171	Sale or licensing of rights to textbooks	71	2 168 546	42 802	2.0	.2	X
	31172	Sale or licensing of rights to children's books	41	909 318	9 545	1.1	Z	X
	31173	Sale or licensing of rights to general reference books	12	124 658	5 659	4.5	Z	X
	31174	Sale or licensing of rights to professional, technical, and scholarly books	120	525 510	13 651	2.6	Z	X
	31175	Sale or licensing of rights to adult trade books	234	1 895 373	58 499	3.1	.2	X
	31176	Sale or licensing of rights to other content	53	892 955	11 714	1.3	Z	X
	31180	Mailing lists, rental or sale	114	2 159 014	19 921	.9	.1	X
	31200	Publishing services for others	138	1 318 859	168 256	12.8	.6	X
	31210	Books - Print: Textbooks	685	10 994 298	8 031 040	73.0	28.8	75.2
	31211	Elementary and secondary school textbooks	434	8 151 695	5 795 044	71.1	20.7	X
	31212	Post-secondary textbooks	368	4 674 517	2 235 996	47.8	8.0	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books	403	6 519 627	2 896 015	44.4	10.4	X
	31230	Books - Print: General reference books	851	4 270 920	1 676 040	39.2	6.0	71.2
	31231	Maps	604	1 220 374	782 968	64.2	2.8	X
	31232	Atlases and gazetteers	164	257 845	115 271	44.7	.4	X
	31233	Other, including dictionaries, encyclopedias, thesauruses, etc.	191	2 963 555	777 801	26.2	2.8	X
	31240	Books - Print: Professional, technical, and scholarly books	1 048	7 190 266	3 155 191	43.9	11.3	79.4
	31241	Professional and technical books - Legal	179	2 268 060	1 209 841	53.3	4.3	X
	31242	Professional and technical books - Medical	195	1 678 657	437 782	26.1	1.6	X
	31243	Professional and technical books - Other	454	2 832 264	987 687	34.9	3.5	X
	31244	Scholarly books	332	1 465 198	513 075	35.0	1.8	X
	31250	Books - Print: Adult trade books	1 095	9 515 353	6 874 066	72.2	24.6	X
	31260	Books - Print - Sale of advertising space	51	425 548	48 444	11.4	.2	X
	31270	Books - Internet: Textbooks	87	3 682 595	254 789	6.9	.9	83.0
	31271	Elementary and secondary school textbooks	48	2 640 739	82 566	3.1	.3	X
	31272	Post-secondary textbooks	48	1 074 242	172 223	16.0	.6	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books	28	1 099 047	4 770	.4	Z	X
	31290	Books - Internet: General reference books	63	138 467	14 440	10.4	.1	83.0
	31291	Maps	35	9 615	163	1.7	Z	X
	31292	Atlases and gazetteers	10	14 817	7 772	7.7	Z	X
	31293	Other, including dictionaries, encyclopedias, thesauruses, etc.	21	126 112	13 142	10.4	Z	X
	31300	Books - Internet: Professional, technical, and scholarly books	168	3 118 819	1 013 872	32.5	3.6	83.0
	31301	Professional and technical books - Legal	30	1 698 004	908 822	53.5	3.3	X
	31302	Professional and technical books - Medical	33	464 861	13 434	2.9	Z	X
	31303	Professional and technical books - Other	71	927 629	84 936	9.2	.3	X
	31304	Scholarly books	42	77 270	6 680	8.6	Z	X
	31310	Books - Internet: Adult trade books	129	3 241 965	29 979	.9	.1	X
	31320	Books - Internet - Sale of advertising space	6	104 577	1 514	1.4	Z	X
	31330	Books - Other media: Textbooks ³	119	5 850 740	324 455	5.5	1.2	70.2
	31331	Elementary and secondary school textbooks ³	75	3 780 860	273 107	7.2	1.0	X
	31332	Post-secondary textbooks ³	52	2 097 331	51 348	2.4	.2	X

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			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51113		Book publishers—Con.						
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books ³	20	3 194 776	66 556	2.1	.2	X
	31350	Books - Other media: General reference books ³	110	1 969 545	95 510	4.8	.3	83.0
	31351	Maps ³	81	278 692	55 353	19.9	.2	X
	31352	Atlases and gazetteers	17	36 268	22 655	62.5	.1	X
	31353	Dictionaries, encyclopedias, thesauruses, etc. ³	18	1 657 316	17 502	1.1	.1	X
	31360	Books - Other media: Professional, technical, and scholarly books ³	198	3 506 565	581 332	16.6	2.1	82.8
	31361	Professional and technical books - Legal ³	25	1 749 226	120 334	6.9	.4	X
	31362	Professional and technical books - Medical ³	45	501 203	57 283	11.4	.2	X
	31363	Professional and technical books - Other ³	96	815 711	337 309	41.4	1.2	X
	31364	Scholarly books ³	39	506 790	66 406	13.1	.2	X
	31370	Books - Other media: Adult trade books ³	90	3 243 625	195 040	6.0	.7	82.6
	31371	Audio ³	52	2 683 320	143 410	5.3	.5	X
	31372	Excluding audio ³	57	1 606 603	51 630	3.2	.2	X
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis)	81	959 625	62 967	6.6	.2	X
	31480	Consulting services (Related to book publishers.)	44	39 457	1 832	4.6	.2	X
	31490	Training services (Related to book publishers.)	35	165 285	12 995	7.9	.2	X
	31500	Sale of advertising space for other media, not specified by type of publication	7	5 989	3 953	66.0	.2	X
	31760	Cards, except greeting cards - print	12	23 718	7 500	31.6	.2	X
	31770	Calendars - print	9	32 036	61	2	.2	X
	31790	Sale of print advertising space, not specified by type of publication	214	102 349	57 540	56.2	.2	X
	31970	Sale of Internet advertising space, not specified by type of publication	25	69 329	15 249	22.0	.1	X
	32110	Music book publishing	22	397 486	7 908	2.0	.2	X
	32120	Sheet music publishing	10	96 455	4 332	4.5	.2	X
	32820	Yearbooks - Print	12	91 168	6 743	7.4	.2	X
	32830	Posters - Print	59	129 043	2 296	1.8	.2	X
	32850	Posters - Internet	11	11 975	500	4.2	.2	X
	33800	Other publishing, not specified by type of publication	188	1 200 720	390 873	32.6	1.4	83.0
	33802	Other publishing, excluding books	147	1 165 883	377 295	32.4	1.4	X
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	39	27 161	9 741	35.9	.2	X
	33850	Other Internet publishing, not specified by type of publication	49	607 122	44 771	7.4	.2	83.0
	33852	Other Internet publishing, excluding books	34	427 446	42 136	9.9	.2	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	15	179 676	2 635	1.5	.2	X
	39000	Merchandise sales	268	561 410	98 491	17.5	.4	83.0
	39031	Resale of merchandise, not specified by type	153	308 369	78 504	25.5	.3	X
	39033	Resale of merchandise, not specified by type	114	252 619	19 983	7.9	.1	X
	39250	Rental or lease of goods and/or equipment	14	9 356	125	1.3	.2	X
	39500	All other receipts	530	7 669 882	1 503 357	19.6	5.4	83.0
	39523	All other receipts	404	7 514 880	1 482 370	19.7	5.3	X
	39525	All other receipts	124	129 347	19 339	15.0	.1	X
511130		Book publishers	3 526	X	27 928 786	X	100.0	83.0
	31120	Printing services for others	94	430 450	50 599	11.8	.2	X
	31170	Sale or licensing of rights to content	528	5 218 148	203 870	3.9	.7	71.7
	31171	Sale or licensing of rights to textbooks	71	2 168 546	42 802	2.0	.2	X
	31172	Sale or licensing of rights to children's books	41	909 318	9 545	1.1	.2	X
	31173	Sale or licensing of rights to general reference books	12	124 658	5 659	4.5	.2	X
	31174	Sale or licensing of rights to professional, technical, and scholarly books	120	525 510	13 651	2.6	.2	X
	31175	Sale or licensing of rights to adult trade books	234	1 895 373	58 499	3.1	.2	X
	31176	Sale or licensing of rights to other content	53	892 955	11 714	1.3	.2	X
	31180	Mailing lists, rental or sale	114	2 159 014	19 921	.9	.1	X
	31200	Publishing services for others	138	1 318 859	168 256	12.8	.6	X
	31210	Books - Print: Textbooks	685	10 994 298	8 031 040	73.0	28.8	75.2
	31211	Elementary and secondary school textbooks	434	8 151 695	5 795 044	71.1	20.7	X
	31212	Post-secondary textbooks	368	4 674 517	2 235 996	47.8	8.0	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books	403	6 519 627	2 896 015	44.4	10.4	X
	31230	Books - Print: General reference books	851	4 270 920	1 676 040	39.2	6.0	71.2
	31231	Maps	604	1 220 374	782 968	64.2	2.8	X
	31232	Atlases and gazetteers	164	257 845	115 271	44.7	.4	X
	31233	Other, including dictionaries, encyclopedias, thesauruses, etc.	191	2 963 555	777 801	26.2	2.8	X
	31240	Books - Print: Professional, technical, and scholarly books	1 048	7 190 266	3 155 191	43.9	11.3	79.4
	31241	Professional and technical books - Legal	179	2 268 060	1 209 841	53.3	4.3	X
	31242	Professional and technical books - Medical	195	1 678 657	437 782	26.1	1.6	X
	31243	Professional and technical books - Other	454	2 832 264	987 687	34.9	3.5	X
	31244	Scholarly books	332	1 465 198	513 075	35.0	1.8	X
	31250	Books - Print: Adult trade books	1 095	9 515 353	6 874 066	72.2	24.6	X
	31260	Books - Print - Sale of advertising space	51	425 548	48 444	11.4	.2	X
	31270	Books - Internet: Textbooks	87	3 682 595	254 789	6.9	.9	83.0
	31271	Elementary and secondary school textbooks	48	2 640 739	82 566	3.1	.3	X
	31272	Post-secondary textbooks	48	1 074 242	172 223	16.0	.6	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books	28	1 099 047	4 770	.4	.2	X
	31290	Books - Internet: General reference books	63	138 467	14 440	10.4	.1	83.0
	31291	Maps	35	9 615	163	1.7	.2	X
	31292	Atlases and gazetteers	10	14 817	77	.7	.2	X
	31293	Other, including dictionaries, encyclopedias, thesauruses, etc.	21	126 112	13 142	10.4	.2	X
	31300	Books - Internet: Professional, technical, and scholarly books	168	3 118 819	1 013 872	32.5	3.6	83.0
	31301	Professional and technical books - Legal	30	1 698 004	908 822	53.5	3.3	X
	31302	Professional and technical books - Medical	33	464 861	13 434	2.9	.2	X
	31303	Professional and technical books - Other	71	927 629	84 936	9.2	.3	X

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511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51113		Book publishers—Con.						
511130		Book publishers—Con.						
	31300	Books - Internet: Professional, technical, and scholarly books—Con.						
	31304	Scholarly books	42	77 270	6 680	8.6	Z	X
	31310	Books - Internet: Adult trade books	129	3 241 965	29 979	9.1	Z	X
	31320	Books - Internet - Sale of advertising space	6	104 577	1 514	1.4	Z	X
	31330	Books - Other media: Textbooks ³	119	5 850 740	324 455	5.5	1.2	70.2
	31331	Elementary and secondary school textbooks ³	75	3 780 860	273 107	7.2	1.0	X
	31332	Post-secondary textbooks ³	52	2 097 331	51 348	2.4	.2	X
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books ³	20	3 194 776	66 556	2.1	.2	X
	31350	Books - Other media: General reference books ³	110	1 969 545	95 510	4.8	.3	83.0
	31351	Maps ³	81	278 692	55 353	19.9	.2	X
	31352	Atlases and gazetteers ³	17	36 268	22 655	62.5	.1	X
	31353	Dictionaries, encyclopedias, thesauruses, etc. ³	18	1 657 316	17 502	1.1	.1	X
	31360	Books - Other media: Professional, technical, and scholarly books ³	198	3 506 565	581 332	16.6	2.1	82.8
	31361	Professional and technical books - Legal ³	25	1 749 226	120 334	6.9	.4	X
	31362	Professional and technical books - Medical ³	45	501 203	57 283	11.4	.2	X
	31363	Professional and technical books - Other ³	96	815 711	337 309	41.4	1.2	X
	31364	Scholarly books ³	39	506 790	66 406	13.1	.2	X
	31370	Books - Other media: Adult trade books ³	90	3 243 625	195 040	6.0	.7	82.6
	31371	Audio ³	52	2 683 320	143 410	5.3	.5	X
	31372	Excluding audio ³	57	1 606 603	51 630	3.2	.2	X
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis)	81	959 625	62 967	6.6	.2	X
	31480	Consulting services (Related to book publishers.)	44	39 457	1 832	4.6	Z	X
	31490	Training services (Related to book publishers.)	35	165 285	12 995	7.9	Z	X
	31500	Sale of advertising space for other media, not specified by type of publication	7	5 989	3 953	66.0	Z	X
	31760	Cards, except greeting cards - print	12	23 718	7 500	31.6	Z	X
	31770	Calendars - print	9	32 036	61	2	Z	X
	31790	Sale of print advertising space, not specified by type of publication	214	102 349	57 540	56.2	.2	X
	31970	Sale of Internet advertising space, not specified by type of publication	25	69 329	15 249	22.0	.1	X
	32110	Music book publishing	22	397 486	7 908	2.0	Z	X
	32120	Sheet music publishing	10	96 455	4 332	4.5	Z	X
	32820	Yearbooks - Print	12	91 168	6 743	7.4	Z	X
	32830	Posters - Print	59	129 043	2 296	1.8	Z	X
	32850	Posters - Internet	11	11 975	500	4.2	Z	X
	33800	Other publishing, not specified by type of publication	188	1 200 720	390 873	32.6	1.4	83.0
	33802	Other publishing, excluding books	147	1 165 883	377 295	32.4	1.4	X
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	39	27 161	9 741	35.9	Z	X
	33850	Other Internet publishing, not specified by type of publication	49	607 122	44 771	7.4	.2	83.0
	33852	Other Internet publishing, excluding books	34	427 446	42 136	9.9	.2	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	15	179 676	2 635	1.5	Z	X
	39000	Merchandise sales	268	561 410	98 491	17.5	.4	83.0
	39031	Resale of merchandise, not specified by type	153	308 369	78 504	25.5	.3	X
	39033	Resale of merchandise, not specified by type	114	252 619	19 983	7.9	.1	X
	39250	Rental or lease of goods and/or equipment	14	9 356	125	1.3	Z	X
	39500	All other receipts	530	7 669 882	1 503 357	19.6	5.4	83.0
	39523	All other receipts	404	7 514 880	1 482 370	19.7	5.3	X
	39525	All other receipts	124	129 347	19 339	15.0	.1	X
51114		Directory and mailing list publishers	1 915	X	16 920 189	X	100.0	87.4
	31170	Sale or licensing of rights to content	34	62 633	13 701	21.9	.1	X
	31180	Mailing lists, rental or sale	473	3 056 547	986 273	32.3	5.8	X
	31200	Publishing services for others	16	26 814	4 406	16.4	Z	X
	31840	Directories - Print - Subscriptions and sales	352	3 356 270	655 637	19.5	3.9	X
	31850	Directories - Print - Sale of advertising space	1 352	14 080 856	13 539 990	96.2	80.0	25.1
	31851	Telephone directories	1 218	13 251 598	13 065 774	98.6	77.2	X
	31852	Other directories	151	1 064 850	474 216	44.5	2.8	X
	31860	Directories - Internet - Subscriptions and sales	47	531 821	108 629	20.4	.6	X
	31870	Directories - Internet - Sale of advertising space	476	10 731 389	199 785	1.9	1.2	X
	31880	Directories - Other media - Subscriptions and sales ³	51	520 735	118 592	22.8	.7	X
	31890	Directories - Other media - Sale of advertising space ³	6	2 739	1 514	55.3	Z	X
	31900	Databases and other collections of information - Print - Subscriptions and sales	58	360 231	141 927	39.4	.8	X
	31910	Databases and other collections of information - Print - Sale of advertising space	62	116 464	96 738	83.1	.6	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	26	732 778	380 275	51.9	2.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	6	47 774	6 071	12.7	Z	X
	31940	Databases and other collections of information - Other media - Subscriptions and sales ³	63	700 147	292 958	41.8	1.7	X
	31980	Printing services for others	139	2 953 594	57 943	2.0	.3	X
	33800	Other publishing, not specified by type of publication	29	171 503	27 748	16.2	.2	87.4
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	6	27 689	7 442	26.9	Z	X
	33805	Other publishing, excluding directories, databases and other collections of information	24	143 814	20 306	14.1	.1	X
	33850	Other Internet publishing, not specified by type of publication	7	168 914	13 349	7.9	.1	87.4
	33855	Other Internet publishing, excluding directories	7	168 914	13 349	7.9	.1	X
	39000	Merchandise sales	9	15 682	7 110	45.3	Z	87.4
	39034	Resale of merchandise, not specified by type	9	15 682	7 110	45.3	Z	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51114		Directory and mailing list publishers—Con.						
	39500	All other receipts	483	10 260 958	200 333	2.0	1.2	87.2
	39526	All other receipts	480	10 259 857	200 258	2.0	1.2	X
511140		Directory and mailing list publishers	1 915	X	16 920 189	X	100.0	87.4
	31170	Sale or licensing of rights to content	34	62 633	13 701	21.9	.1	X
	31180	Mailing lists, rental or sale	473	3 056 547	986 273	32.3	.8	X
	31200	Publishing services for others	16	26 814	4 406	16.4	Z	X
	31840	Directories - Print - Subscriptions and sales	352	3 356 270	655 637	19.5	3.9	X
	31850	Directories - Print - Sale of advertising space	1 352	14 080 856	13 539 990	96.2	80.0	25.1
	31851	Telephone directories	1 218	13 251 598	13 065 774	98.6	77.2	X
	31852	Other directories	151	1 064 850	474 216	44.5	2.8	X
	31860	Directories - Internet - Subscriptions and sales	47	531 821	108 629	20.4	.6	X
	31870	Directories - Internet - Sale of advertising space	476	10 731 389	199 785	1.9	1.2	X
	31880	Directories - Other media - Subscriptions and sales ³	51	520 735	118 592	22.8	.7	X
	31890	Directories - Other media - Sale of advertising space ³	6	2 739	1 514	55.3	Z	X
	31900	Databases and other collections of information - Print - Subscriptions and sales	58	360 231	141 927	39.4	.8	X
	31910	Databases and other collections of information - Print - Sale of advertising space	62	116 464	96 738	83.1	.6	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	26	732 778	380 275	51.9	2.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	6	47 774	6 071	12.7	Z	X
	31940	Databases and other collections of information - Other media - Subscriptions and sales ³	63	700 147	292 958	41.8	1.7	X
	31980	Printing services for others	139	2 953 594	57 943	2.0	.3	X
	33800	Other publishing, not specified by type of publication	29	171 503	27 748	16.2	.2	87.4
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	6	27 689	7 442	26.9	Z	X
	33805	Other publishing, excluding directories, databases and other collections of information	24	143 814	20 306	14.1	.1	X
	33850	Other Internet publishing, not specified by type of publication	7	168 914	13 349	7.9	.1	87.4
	33855	Other Internet publishing, excluding directories	7	168 914	13 349	7.9	.1	X
	39000	Merchandise sales	9	15 682	7 110	45.3	Z	87.4
	39034	Resale of merchandise, not specified by type	9	15 682	7 110	45.3	Z	X
	39500	All other receipts	483	10 260 958	200 333	2.0	1.2	87.2
	39526	All other receipts	480	10 259 857	200 258	2.0	1.2	X
51119		Other publishers	992	X	7 501 619	X	100.0	91.1
	31120	Printing services for others	106	287 602	104 591	36.4	1.4	X
	31170	Sale or licensing of rights to content	58	2 988 399	33 901	1.1	.5	X
	31180	Mailing lists, rental or sale	15	27 729	754	2.7	Z	X
	31200	Publishing services for others	87	117 624	76 600	65.1	1.0	X
	31230	Books - Print: General reference books	6	2 550	869	34.1	Z	X
	31390	Greeting cards - Internet	9	141 708	6 016	4.2	.1	X
	31400	Calendars - Internet	11	8 702	265	3.0	Z	X
	31410	Patterns - Internet	6	2 635	153	5.8	Z	X
	31460	Cards, except greeting cards - Other media ³	10	25 480	17 189	67.5	.2	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	8	21 082	19 379	91.9	.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	7	20 498	1 503	7.3	Z	X
	31750	Greeting cards - print	123	5 281 698	3 593 207	68.0	47.9	X
	31760	Cards, except greeting cards - print	59	720 832	682 646	94.7	7.1	X
	31770	Calendars - print	62	3 109 553	65 121	2.1	.9	X
	31780	Patterns - print	36	120 328	106 544	88.5	1.4	X
	31790	Sale of print advertising space, not specified by type of publication	120	210 659	162 984	77.4	2.2	X
	31970	Sale of Internet advertising space, not specified by type of publication	22	17 311	4 513	26.1	.1	X
	32820	Yearbooks - Print	48	319 290	309 433	96.9	4.1	X
	32830	Posters - Print	35	95 341	21 265	22.3	.3	X
	32850	Posters - Internet	7	3 639	486	13.4	Z	X
	32870	Posters - Other media ³	6	10 282	3 237	31.5	Z	X
	33800	Other publishing, not specified by type of publication	423	686 031	590 351	86.1	7.9	91.0
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	417	675 666	580 407	85.9	7.7	X
	33850	Other Internet publishing, not specified by type of publication	20	32 861	13 779	41.9	.2	91.1
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	18	23 089	13 487	58.4	.2	X
511191		Greeting card publishers	118	X	5 355 731	X	100.0	96.1
	31120	Printing services for others	10	53 254	4 217	7.9	.1	X
	31170	Sale or licensing of rights to content	13	2 904 273	9 725	.3	.2	X
	31390	Greeting cards - Internet	9	141 708	6 016	4.2	.1	X
	31750	Greeting cards - print	105	5 242 684	3 588 207	68.4	67.0	X
	31760	Cards, except greeting cards - print	8	6 395	6 225	3.5	Z	X
	31770	Calendars - print	19	3 049 486	19 727	.6	.4	X
	31790	Sale of print advertising space, not specified by type of publication	10	107 800	106 819	99.1	2.0	X
	32830	Posters - Print	6	65 565	861	1.3	Z	X
	33800	Other publishing, not specified by type of publication	6	3 212	123	3.8	Z	96.1
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	6	3 212	123	3.8	Z	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51119		Other publishers—Con.						
511199		All other publishers	874	X	2 145 888	X	100.0	78.5
	31120	Printing services for others	96	234 348	100 374	42.8	4.7	X
	31170	Sale or licensing of rights to content	45	84 126	24 176	28.7	1.1	X
	31180	Mailing lists, rental or sale	14	26 527	715	2.7	Z	X
	31200	Publishing services for others	87	117 624	76 600	65.1	3.6	X
	31230	Books - Print: General reference books	6	2 550	869	34.1	Z	X
	31400	Calendars - Internet	8	6 816	170	2.5	Z	X
	31460	Cards, except greeting cards - Other media ³	10	25 480	17 189	67.5	.8	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	8	21 082	19 379	91.9	.9	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	7	20 498	1 503	7.3	.1	X
	31750	Greeting cards - print	18	39 014	5 000	12.8	.2	X
	31760	Cards, except greeting cards - print	51	714 437	682 421	95.5	31.8	X
	31770	Calendars - print	43	60 067	45 394	75.6	2.1	X
	31780	Patterns - print	33	118 442	106 449	89.9	5.0	X
	31790	Sale of print advertising space, not specified by type of publication	110	102 859	56 165	54.6	2.6	X
	31970	Sale of Internet advertising space, not specified by type of publication	22	17 311	4 513	26.1	.2	X
	32820	Yearbooks - Print	48	319 290	309 433	96.9	14.4	X
	32830	Posters - Print	29	29 776	20 404	68.5	1.0	X
	32870	Posters - Other media ³	6	10 282	3 237	31.5	.2	X
	33800	Other publishing, not specified by type of publication	417	682 819	590 228	86.4	27.5	78.5
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	411	672 454	580 284	86.3	27.0	X
	33850	Other Internet publishing, not specified by type of publication	20	32 861	13 779	41.9	.6	78.5
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	18	23 089	13 487	58.4	.6	X
5112		Software publishers	9 953	X	103 505 848	X	100.0	81.2
	35000	Information technology (IT) technical consulting services	1 624	47 039 408	4 179 269	8.9	4.0	X
	35050	Custom computer application design and development services	1 862	8 933 028	1 729 132	19.4	1.7	75.1
	35051	Web site design and development services	212	663 157	95 663	14.4	.1	X
	35052	Database design and development services	266	699 897	76 446	10.9	.1	X
	35053	Customization and integration of cross-industry application software	391	2 027 297	306 276	15.1	.3	X
	35054	Customization and integration of vertical market application software	840	4 432 420	968 886	21.9	.9	X
	35055	Other custom application design and development services	346	1 711 746	281 861	16.5	.3	X
	35250	Application service provisioning	375	1 996 635	345 626	17.3	.3	X
	35300	Business process management services	259	1 401 821	337 751	24.1	.3	X
	35500	Information technology (IT) technical support services	3 604	26 703 070	7 582 312	28.4	7.3	76.4
	35501	Software-related technical support services	3 604	26 703 070	7 582 312	28.4	7.3	X
	35600	System software publishing	3 870	67 379 415	39 728 711	59.0	38.4	74.7
	35601	Operating systems software publishing	1 000	42 825 547	13 344 621	31.2	12.9	X
	35602	Network software publishing	1 228	49 053 425	9 806 769	20.0	9.5	X
	35603	Database management software publishing	1 585	52 187 640	8 522 141	16.3	8.2	X
	35604	Development tools and programming languages software publishing	1 228	44 791 549	4 881 999	10.9	4.7	X
	35605	Other systems software publishing	1 041	40 581 114	3 173 181	7.8	3.1	X
	35650	Application software publishing	7 080	84 553 091	46 747 671	55.3	45.2	75.6
	35651	General business productivity and home use applications publishing	1 666	45 808 067	21 212 064	46.3	20.5	X
	35652	Game software publishing	432	32 336 198	3 903 938	12.1	3.8	X
	35653	Cross-industry application software publishing	1 864	59 460 785	10 249 843	17.2	9.9	X
	35654	Vertical market application software publishing	2 350	15 911 584	5 570 013	35.0	5.4	X
	35655	Utilities software publishing	651	12 586 262	661 277	5.3	.6	X
	35656	Other applications software publishing	1 179	14 940 879	5 150 536	34.5	5.0	X
	35700	Resale of computer hardware and software	1 230	4 595 495	550 501	12.0	.0	X
	35760	Information technology (IT) related training services	1 794	19 445 565	740 142	3.8	.7	X
	39000	Merchandise sales	315	1 519 222	230 076	15.1	.2	66.0
	39035	Sale of merchandise, excluding computer hardware and software	315	1 519 222	230 076	15.1	.2	X
	39500	All other receipts	1 625	18 187 499	1 334 657	7.3	1.3	77.5
	39527	All other receipts	1 625	18 187 499	1 334 657	7.3	1.3	X
51121		Software publishers	9 953	X	103 505 848	X	100.0	81.2
	35000	Information technology (IT) technical consulting services	1 624	47 039 408	4 179 269	8.9	4.0	X
	35050	Custom computer application design and development services	1 862	8 933 028	1 729 132	19.4	1.7	75.1
	35051	Web site design and development services	212	663 157	95 663	14.4	.1	X
	35052	Database design and development services	266	699 897	76 446	10.9	.1	X
	35053	Customization and integration of cross-industry application software	391	2 027 297	306 276	15.1	.3	X
	35054	Customization and integration of vertical market application software	840	4 432 420	968 886	21.9	.9	X
	35055	Other custom application design and development services	346	1 711 746	281 861	16.5	.3	X
	35250	Application service provisioning	375	1 996 635	345 626	17.3	.3	X
	35300	Business process management services	259	1 401 821	337 751	24.1	.3	X
	35500	Information technology (IT) technical support services	3 604	26 703 070	7 582 312	28.4	7.3	76.4
	35501	Software-related technical support services	3 604	26 703 070	7 582 312	28.4	7.3	X
	35600	System software publishing	3 870	67 379 415	39 728 711	59.0	38.4	74.7
	35601	Operating systems software publishing	1 000	42 825 547	13 344 621	31.2	12.9	X
	35602	Network software publishing	1 228	49 053 425	9 806 769	20.0	9.5	X
	35603	Database management software publishing	1 585	52 187 640	8 522 141	16.3	8.2	X
	35604	Development tools and programming languages software publishing	1 228	44 791 549	4 881 999	10.9	4.7	X
	35605	Other systems software publishing	1 041	40 581 114	3 173 181	7.8	3.1	X
	35650	Application software publishing	7 080	84 553 091	46 747 671	55.3	45.2	75.6
	35651	General business productivity and home use applications publishing	1 666	45 808 067	21 212 064	46.3	20.5	X
	35652	Game software publishing	432	32 336 198	3 903 938	12.1	3.8	X
	35653	Cross-industry application software publishing	1 864	59 460 785	10 249 843	17.2	9.9	X
	35654	Vertical market application software publishing	2 350	15 911 584	5 570 013	35.0	5.4	X
	35655	Utilities software publishing	651	12 586 262	661 277	5.3	.6	X
	35656	Other applications software publishing	1 179	14 940 879	5 150 536	34.5	5.0	X

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

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
	31990	Distribution of commercial theater motion pictures	N	N	24 837 107	N	39.5	70.5
	31991	To theaters	N	N	4 978 878	N	7.9	X
	31992	To television networks and stations	N	N	3 552 287	N	5.6	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	N	N	3 711 150	N	5.9	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	N	N	10 480 034	N	16.7	X
	31995	To foreign independent distributors and exchanges	N	N	1 197 325	N	1.9	X
	31996	To domestic independent distributors and exchanges	N	N	501 392	N	.8	X
	31997	To other	N	N	416 041	N	.7	X
	32000	Distribution of television programs, excluding commercials and music videos	N	N	13 047 310	N	20.7	69.8
	32001	To television networks and stations (for television exhibition)	N	N	8 760 231	N	13.9	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	N	N	1 914 893	N	3.0	X
	32003	To independent distributors and syndicates	N	N	1 952 207	N	3.1	X
	32004	To other, including video cassettes and DVDs	N	N	419 979	N	.7	X
	32010	Distribution of commercials	N	N	1 417 217	N	2.3	X
	32020	Distribution of music videos	N	N	77 832	N	.1	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	N	N	1 117 404	N	1.8	72.2
	32031	To independent distributors	N	N	157 571	N	.3	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	N	N	228 104	N	.4	X
	32033	To other	N	N	731 729	N	1.2	X
	32040	Contract production, excluding postproduction services	N	N	2 809 492	N	4.5	79.4
	32041	For other producers	N	N	541 791	N	.9	X
	32042	For television networks and stations	N	N	1 014 461	N	1.6	X
	32043	For other	N	N	1 253 240	N	2.0	X
	32050	Postproduction services	N	N	3 674 697	N	5.8	80.5
	32051	Linear video/audio editing	N	N	385 026	N	.6	X
	32052	Non-linear video/audio editing	N	N	669 167	N	1.1	X
	32053	Film to tape transfer	N	N	234 896	N	.4	X
	32054	Audio postproduction	N	N	316 716	N	.5	X
	32055	Graphics and animation	N	N	372 074	N	.6	X
	32056	Visual and compositing effects	N	N	761 937	N	1.2	X
	32057	Captioning	N	N	27 869	N	.0	X
	32058	Format conversion and compression	N	N	82 444	N	.1	X
	32059	Duplication	N	N	449 210	N	.7	X
	32061	All other services	N	N	375 356	N	.6	X
	32070	Other services allied to film, video, or digital media production and distribution	N	N	508 112	N	.8	X
	32080	Receipts received for screen advertising	N	N	140 557	N	.2	X
	32090	Motion picture film processing	N	N	688 494	N	1.1	X
	39000	Merchandise sales	N	N	220 150	N	.4	83.0
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	N	N	201 306	N	.3	X
	39037	Sales of other merchandise, not specified by type	N	N	18 844	N	.0	X
	39200	Sales of food and beverages	N	N	3 025 745	N	4.8	64.3
	39201	Sales of food and nonalcoholic beverages	N	N	3 025 622	N	4.8	X
	39500	All other receipts	N	N	3 790 220	N	6.0	83.1
	39528	All other receipts	N	N	3 709 890	N	5.9	X
	39529	All other receipts	N	N	80 330	N	.1	X
51211		Motion picture and video production	11 163	X	46 761 808	X	100.0	82.8
	31990	Distribution of commercial theater motion pictures	Q	Q	24 321 183	Q	52.0	70.1
	31991	To theaters	Q	Q	4 899 636	Q	10.5	X
	31992	To television networks and stations	Q	Q	3 482 129	Q	7.4	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	3 695 996	Q	7.9	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	Q	Q	10 421 123	Q	22.3	X
	31995	To foreign independent distributors and exchanges	Q	Q	1 025 618	Q	2.2	X
	31996	To domestic independent distributors and exchanges	Q	Q	410 424	Q	.9	X
	31997	To other	Q	Q	386 257	Q	.8	X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	12 822 429	Q	27.4	69.4
	32001	To television networks and stations (for television exhibition)	Q	Q	8 632 664	Q	18.5	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	1 843 477	Q	3.9	X
	32003	To independent distributors and syndicates	Q	Q	1 949 119	Q	4.2	X
	32004	To other, including video cassettes and DVDs	Q	Q	397 169	Q	.8	X
	32010	Distribution of commercials	Q	Q	1 349 134	Q	2.9	X
	32020	Distribution of music videos	Q	Q	77 465	Q	.2	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	Q	Q	815 234	Q	1.7	70.6
	32031	To independent distributors	Q	Q	119 290	Q	.3	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	Q	Q	121 979	Q	.3	X
	32033	To other	Q	Q	573 965	Q	1.2	X
	32040	Contract production, excluding postproduction services	Q	Q	2 781 135	Q	5.9	78.9
	32041	For other producers	Q	Q	526 934	Q	1.1	X
	32042	For television networks and stations	Q	Q	1 013 018	Q	2.2	X
	32043	For other	Q	Q	1 241 183	Q	2.7	X
	32050	Postproduction services	Q	Q	587 763	Q	1.3	82.5
	32051	Linear video/audio editing	Q	Q	92 695	Q	.2	X
	32052	Non-linear video/audio editing	Q	Q	187 683	Q	.4	X
	32053	Film to tape transfer	Q	Q	12 062	Q	.0	X
	32054	Audio postproduction	Q	Q	24 330	Q	.1	X

See footnotes at end of table.

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

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

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

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
51212		Motion picture and video distribution—Con.						
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	Q	Q	300 725	Q	25.9	70.5
	32031	To independent distributors	Q	Q	38 229	Q	3.3	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	Q	Q	105 706	Q	9.1	X
	32033	To other	Q	Q	156 790	Q	13.5	X
	32050	Postproduction services	Q	Q	24 476	Q	2.1	73.7
	32051	Linear video/audio editing	Q	Q	912	Q	.1	X
	32052	Non-linear video/audio editing	Q	Q	189	Q	.1	X
	32053	Film to tape transfer	Q	Q	178	Q	.1	X
	32055	Graphics and animation	Q	Q	324	Q	.1	X
	32058	Format conversion and compression	Q	Q	124	Q	.1	X
	32059	Duplication	Q	Q	5 472	Q	.5	X
	32061	All other services	Q	Q	17 265	Q	1.5	X
	32070	Other services allied to film, video, or digital media production and distribution	Q	Q	24 354	Q	2.1	X
	39000	Merchandise sales	Q	Q	6 583	Q	.6	75.7
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	Q	Q	6 583	Q	.6	X
	39500	All other receipts	Q	Q	2 108	Q	.2	75.7
	39528	All other receipts	Q	Q	2 108	Q	.2	X
512120		Motion picture and video distribution	484	X	1 161 901	X	100.0	75.7
	31990	Distribution of commercial theater motion pictures	Q	Q	515 610	Q	44.4	72.0
	31991	To theaters	Q	Q	79 242	Q	6.8	X
	31992	To television networks and stations	Q	Q	70 122	Q	6.0	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	15 046	Q	1.3	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	Q	Q	58 862	Q	5.1	X
	31995	To foreign independent distributors and exchanges	Q	Q	171 707	Q	14.8	X
	31996	To domestic independent distributors and exchanges	Q	Q	90 847	Q	7.8	X
	31997	To other	Q	Q	29 784	Q	2.6	X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	223 046	Q	19.2	71.1
	32001	To television networks and stations (for television exhibition)	Q	Q	127 106	Q	10.9	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	70 263	Q	6.0	X
	32003	To independent distributors and syndicates	Q	Q	3 007	Q	.3	X
	32004	To other, including video cassettes and DVDs	Q	Q	22 670	Q	2.0	X
	32010	Distribution of commercials	Q	Q	64 578	Q	5.6	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	Q	Q	300 725	Q	25.9	70.5
	32031	To independent distributors	Q	Q	38 229	Q	3.3	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	Q	Q	105 706	Q	9.1	X
	32033	To other	Q	Q	156 790	Q	13.5	X
	32050	Postproduction services	Q	Q	24 476	Q	2.1	73.7
	32051	Linear video/audio editing	Q	Q	912	Q	.1	X
	32052	Non-linear video/audio editing	Q	Q	189	Q	.1	X
	32053	Film to tape transfer	Q	Q	178	Q	.1	X
	32055	Graphics and animation	Q	Q	324	Q	.1	X
	32058	Format conversion and compression	Q	Q	124	Q	.1	X
	32059	Duplication	Q	Q	5 472	Q	.5	X
	32061	All other services	Q	Q	17 265	Q	1.5	X
	32070	Other services allied to film, video, or digital media production and distribution	Q	Q	24 354	Q	2.1	X
	39000	Merchandise sales	Q	Q	6 583	Q	.6	75.7
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	Q	Q	6 583	Q	.6	X
	39500	All other receipts	Q	Q	2 108	Q	.2	75.7
	39528	All other receipts	Q	Q	2 108	Q	.2	X
51213		Motion picture and video exhibition	5 264	X	10 837 750	X	100.0	86.7
	30500	Admissions, excluding admission taxes	5 264	10 837 750	7 457 549	68.8	68.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	1 868	6 333 573	55 786	.9	.5	X
	30560	Amusement machines operated by this establishment	1 169	3 702 307	26 864	.7	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 409	4 922 556	32 075	.7	.3	X
	32080	Receipts received for screen advertising	3 197	8 539 792	140 557	1.6	1.3	X
	39000	Merchandise sales	442	883 502	18 844	2.1	.2	86.5
	39037	Sales of other merchandise, not specified by type	442	883 502	18 844	2.1	.2	X
	39200	Sales of food and beverages	4 909	10 500 712	3 025 745	28.8	27.9	67.0
	39201	Sales of food and nonalcoholic beverages	4 909	10 500 712	3 025 622	28.8	27.9	X
	39500	All other receipts	2 587	7 826 493	80 330	1.0	.7	86.4
	39529	All other receipts	2 587	7 826 493	80 330	1.0	.7	X
512131		Motion picture theaters (except drive-ins)	4 979	X	10 729 734	X	100.0	86.6
	30500	Admissions, excluding admission taxes	4 979	10 729 734	7 371 474	68.7	68.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	1 847	6 318 964	51 193	.8	.5	X
	30560	Amusement machines operated by this establishment	1 158	3 695 357	26 782	.7	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 392	4 914 521	31 729	.6	.3	X
	32080	Receipts received for screen advertising	3 183	8 534 701	140 517	1.6	1.3	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
51213		Motion picture and video exhibition—Con.						
512131		Motion picture theaters (except drive-ins)—Con.						
	39000	Merchandise sales	432	876 402	18 713	2.1	.2	86.4
	39037	Sales of other merchandise, not specified by type	432	876 402	18 713	2.1	.2	X
	39200	Sales of food and beverages	4 723	10 445 454	3 009 946	28.8	28.1	66.8
	39201	Sales of food and nonalcoholic beverages	4 723	10 445 454	3 009 946	28.8	28.1	X
	39500	All other receipts	2 563	7 815 281	79 380	1.0	.7	86.3
	39529	All other receipts	2 563	7 815 281	79 380	1.0	.7	X
512132		Drive-in motion picture theaters	285	X	108 016	X	100.0	97.8
	30500	Admissions, excluding admission taxes	285	108 016	86 075	79.7	79.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	21	14 609	4 593	31.4	4.3	X
	30560	Amusement machines operated by this establishment	11	6 950	82	1.2	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	17	8 035	346	4.3	.3	X
	32080	Receipts received for screen advertising	14	5 091	40	.8	Z	X
	39000	Merchandise sales	10	7 100	131	1.8	.1	97.8
	39037	Sales of other merchandise, not specified by type	10	7 100	131	1.8	.1	X
	39200	Sales of food and beverages	186	55 258	15 799	28.6	14.6	90.1
	39201	Sales of food and nonalcoholic beverages	186	55 258	15 676	28.4	14.5	X
	39500	All other receipts	24	11 212	950	8.5	.9	95.8
	39529	All other receipts	24	11 212	950	8.5	.9	X
51219		Postproduction and other motion picture and video industries	2 163	X	4 165 152	X	100.0	81.2
	31990	Distribution of commercial theater motion pictures	6	16 932	314	1.9	Z	X
	32000	Distribution of television programs, excluding commercials and music videos	23	20 724	1 835	8.9	Z	81.2
	32001	To television networks and stations (for television exhibition)	13	11 903	461	3.9	Z	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	10	15 471	1 153	7.5	Z	X
	32004	To other, including video cassettes and DVDs	7	2 112	140	6.6	Z	X
	32010	Distribution of commercials	42	24 129	3 505	14.5	.1	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	35	20 731	1 445	7.0	Z	71.2
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	11	9 742	419	4.3	Z	X
	32033	To other	23	10 914	974	8.9	Z	X
	32040	Contract production, excluding postproduction services	199	152 378	28 263	18.5	.7	80.5
	32041	For other producers	106	90 303	14 803	16.4	.4	X
	32042	For television networks and stations	33	34 636	1 443	4.2	Z	X
	32043	For other	102	60 535	12 017	19.9	.3	X
	32050	Postproduction services	1 900	3 404 118	3 062 458	90.0	73.5	69.4
	32051	Linear video/audio editing	493	1 089 068	291 419	26.8	7.0	X
	32052	Non-linear video/audio editing	902	1 380 384	481 295	34.9	11.6	X
	32053	Film to tape transfer	332	1 175 330	222 656	18.9	5.3	X
	32054	Audio postproduction	580	1 320 145	292 374	22.1	7.0	X
	32055	Graphics and animation	733	1 187 097	297 650	25.1	7.1	X
	32056	Visual and compositing effects	344	1 143 910	700 081	61.2	16.8	X
	32057	Captioning	96	217 767	24 624	11.3	.6	X
	32058	Format conversion and compression	303	595 818	55 501	9.3	1.3	X
	32059	Duplication	695	1 390 872	380 391	27.3	9.1	X
	32061	All other services	415	940 635	316 465	33.6	7.6	X
	32070	Other services allied to film, video, or digital media production and distribution	398	692 998	251 830	36.3	6.0	X
	32090	Motion picture film processing	66	775 439	680 948	87.8	16.3	X
	39000	Merchandise sales	49	138 601	40 223	29.0	1.0	80.4
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	49	138 601	40 223	29.0	1.0	X
	39500	All other receipts	169	865 101	94 291	10.9	2.3	81.2
	39528	All other receipts	169	865 101	94 291	10.9	2.3	X
512191		Teleproduction and other postproduction services	1 847	X	3 209 083	X	100.0	79.0
	31990	Distribution of commercial theater motion pictures	6	16 932	314	1.9	Z	X
	32000	Distribution of television programs, excluding commercials and music videos	23	20 724	1 835	8.9	.1	79.0
	32001	To television networks and stations (for television exhibition)	13	11 903	461	3.9	Z	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	10	15 471	1 153	7.5	Z	X
	32004	To other, including video cassettes and DVDs	7	2 112	140	6.6	Z	X
	32010	Distribution of commercials	42	24 129	3 505	14.5	.1	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	31	19 194	1 433	7.5	Z	68.9
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	11	9 742	419	4.3	Z	X
	32033	To other	19	9 377	962	10.3	Z	X
	32040	Contract production, excluding postproduction services	190	150 117	28 057	18.7	.9	78.4
	32041	For other producers	106	90 303	14 803	16.4	.5	X
	32042	For television networks and stations	33	34 636	1 443	4.2	Z	X
	32043	For other	93	58 274	11 811	20.3	.4	X
	32050	Postproduction services	1 847	3 209 083	3 006 404	93.7	93.7	66.8
	32051	Linear video/audio editing	481	1 014 817	289 178	28.5	9.0	X
	32052	Non-linear video/audio editing	882	1 373 053	480 954	35.0	15.0	X
	32053	Film to tape transfer	310	1 084 445	206 460	19.0	6.4	X
	32054	Audio postproduction	568	1 241 766	289 166	23.3	9.0	X
	32055	Graphics and animation	726	1 184 707	297 441	25.1	9.3	X
	32056	Visual and compositing effects	344	1 143 910	700 081	61.2	21.8	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
51219		Postproduction and other motion picture and video industries—Con.						
512191		Teleproduction and other postproduction services—Con.						
	32050	Postproduction services—Con.						
	32057	Captioning	96	217 767	24 624	11.3	.8	X
	32058	Format conversion and compression	294	589 375	55 398	9.4	1.7	X
	32059	Duplication	670	1 298 392	362 484	27.9	11.3	X
	32061	All other services	409	846 149	300 618	35.5	9.4	X
	32070	Other services allied to film, video, or digital media production and distribution	129	379 702	141 642	37.3	4.4	X
	39000	Merchandise sales	32	36 140	1 941	5.4	.1	75.8
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	32	36 140	1 941	5.4	.1	X
	39500	All other receipts	140	160 857	23 166	14.4	.7	79.0
	39528	All other receipts	140	160 857	23 166	14.4	.7	X
512199		Other motion picture and video industries	316	X	956 069	X	100.0	88.3
	32040	Contract production, excluding postproduction services	9	2 261	206	9.1	Z	88.3
	32043	For other	9	2 261	206	9.1	Z	X
	32050	Postproduction services	53	195 035	56 054	28.7	5.9	88.3
	32051	Linear video/audio editing	12	74 251	2 241	3.0	.2	X
	32052	Non-linear video/audio editing	20	7 331	341	4.7	Z	X
	32053	Film to tape transfer	22	90 885	16 196	17.8	1.7	X
	32054	Audio postproduction	12	78 379	3 208	4.1	.3	X
	32055	Graphics and animation	7	2 390	209	8.7	Z	X
	32058	Format conversion and compression	9	6 443	103	1.6	Z	X
	32059	Duplication	25	92 480	17 907	19.4	1.9	X
	32061	All other services	6	94 486	15 847	16.8	1.7	X
	32070	Other services allied to film, video, or digital media production and distribution	269	313 296	110 188	35.2	11.5	X
	32090	Motion picture film processing	62	762 937	680 202	89.2	71.1	X
	39000	Merchandise sales	17	102 461	38 282	37.4	4.0	88.3
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	17	102 461	38 282	37.4	4.0	X
	39500	All other receipts	29	704 244	71 125	10.1	7.4	88.3
	39528	All other receipts	29	704 244	71 125	10.1	7.4	X
5122		Sound recording industries	3 384	X	15 323 757	X	100.0	87.0
	32110	Music book publishing	N	N	333 477	N	2.2	X
	32120	Sheet music publishing	N	N	324 321	N	2.1	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions	N	N	1 664 931	N	10.9	79.7
	32131	Performance	N	N	375 290	N	2.4	X
	32132	Reproduction	N	N	1 206 793	N	7.9	X
	32133	Distribution	N	N	80 734	N	.5	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	N	N	743 483	N	4.9	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs	N	N	9 168 274	N	59.8	45.9
	32151	Compact disc (CD), full-length	N	N	9 113 423	N	59.5	X
	32152	Compact disc (CD), singles/maxisingles	N	N	22 193	N	.1	X
	32153	Prerecorded audio discs: Others, including audio and visual CD, enhanced CD, and minidisc	N	N	32 658	N	.2	X
	32160	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio tapes, including DAT	N	N	212 272	N	1.4	67.7
	32161	Cassettes, full-length	N	N	200 330	N	1.3	X
	32170	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio records	N	N	9 237	N	.1	86.8
	32171	Vinyl long playing (LP)	N	N	4 241	N	Z	X
	32172	Vinyl singles, including 7 and 12 inch	N	N	4 996	N	Z	X
	32180	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded video discs or tapes	N	N	214 618	N	1.4	86.5
	32181	Prerecorded video discs, including laser and DVD	N	N	116 033	N	.8	X
	32182	Prerecorded video tapes	N	N	97 827	N	.6	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters	N	N	19 501	N	.1	X
	32200	Receipts from the use of sound recording studio	N	N	622 411	N	4.1	X
	32220	Audio taping of conferences, seminars, and meetings	N	N	30 173	N	.2	X
	32230	Radio show tape production/distribution	N	N	93 551	N	.6	X
	39000	Merchandise sales	N	N	26 489	N	.2	84.8
	39038	Sales of other merchandise, not specified by type	N	N	24 430	N	.2	X
51221		Record production	349	X	336 600	X	100.0	58.8
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions	56	32 219	17 732	55.0	5.3	35.3
	32131	Performance	8	10 456	151	1.4	Z	X
	32132	Reproduction	49	28 155	17 313	61.5	5.1	X
	32133	Distribution	8	4 064	268	6.6	.1	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	349	336 600	306 781	91.1	91.1	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs	10	2 622	1 243	47.4	.4	32.0
	32151	Compact disc (CD), full-length	10	2 622	1 243	47.4	.4	X
	32200	Receipts from the use of sound recording studio	15	2 396	690	28.8	.2	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders	6	198	15	7.6	Z	X

See footnotes at end of table.

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
512		Motion picture and sound recording industries—Con.						
5122		Sound recording industries—Con.						
51221		Record production—Con.						
	39500	All other receipts	56	35 852	7 704	21.5	2.3	54.5
	39531	All other receipts	56	35 852	7 704	21.5	2.3	X
512210		Record production	349	X	336 600	X	100.0	58.8
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions	56	32 219	17 732	55.0	5.3	35.3
	32131	Performance	8	10 456	151	1.4	Z	X
	32132	Reproduction	49	28 155	17 313	61.5	5.1	X
	32133	Distribution	8	4 064	268	6.6	.1	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	349	336 600	306 781	91.1	91.1	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs	10	2 622	1 243	47.4	.4	32.0
	32151	Compact disc (CD), full-length	10	2 622	1 243	47.4	.4	X
	32200	Receipts from the use of sound recording studio	15	2 396	690	28.8	.2	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders	6	198	15	7.6	Z	X
	39500	All other receipts	56	35 852	7 704	21.5	2.3	54.5
	39531	All other receipts	56	35 852	7 704	21.5	2.3	X
51222		Integrated record production/distribution	437	X	10 511 732	X	100.0	88.8
	32110	Music book publishing	Q	Q	3 191	Q	Z	X
	32120	Sheet music publishing	Q	Q	264 448	Q	2.5	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions	Q	Q	57 152	Q	.5	88.8
	32131	Performance	Q	Q	19 294	Q	.2	X
	32132	Reproduction	Q	Q	7 330	Q	.1	X
	32133	Distribution	Q	Q	30 528	Q	.3	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	Q	Q	423 465	Q	4.0	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs	Q	Q	9 140 737	Q	87.0	46.1
	32151	Compact disc (CD), full-length	Q	Q	9 085 886	Q	86.4	X
	32152	Compact disc (CD), singles/maxisingles	Q	Q	22 193	Q	.2	X
	32153	Prerecorded audio discs: Others, including audio and visual CD, enhanced CD, and minidisc	Q	Q	32 658	Q	.3	X
	32160	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio tapes, including DAT	Q	Q	209 954	Q	2.0	69.0
	32161	Cassettes, full-length	Q	Q	198 302	Q	1.9	X
	32170	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio records	Q	Q	9 237	Q	.1	88.6
	32171	Vinyl long playing (LP)	Q	Q	4 241	Q	Z	X
	32172	Vinyl singles, including 7 and 12 inch	Q	Q	4 996	Q	Z	X
	32180	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded video discs or tapes	Q	Q	208 903	Q	2.0	88.4
	32181	Prerecorded video discs, including laser and DVD	Q	Q	111 747	Q	1.1	X
	32182	Prerecorded video tapes	Q	Q	97 156	Q	.9	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters	Q	Q	13 410	Q	.1	X
	32200	Receipts from the use of sound recording studio	Q	Q	4 861	Q	Z	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders	Q	Q	191	Q	Z	X
	39000	Merchandise sales	Q	Q	5 890	Q	.1	88.8
	39038	Sales of other merchandise, not specified by type	Q	Q	5 890	Q	.1	X
	39500	All other receipts	Q	Q	170 275	Q	1.6	88.8
	39531	All other receipts	Q	Q	170 275	Q	1.6	X
512220		Integrated record production/distribution	437	X	10 511 732	X	100.0	88.8
	32110	Music book publishing	Q	Q	3 191	Q	Z	X
	32120	Sheet music publishing	Q	Q	264 448	Q	2.5	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions	Q	Q	57 152	Q	.5	88.8
	32131	Performance	Q	Q	19 294	Q	.2	X
	32132	Reproduction	Q	Q	7 330	Q	.1	X
	32133	Distribution	Q	Q	30 528	Q	.3	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	Q	Q	423 465	Q	4.0	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs	Q	Q	9 140 737	Q	87.0	46.1
	32151	Compact disc (CD), full-length	Q	Q	9 085 886	Q	86.4	X
	32152	Compact disc (CD), singles/maxisingles	Q	Q	22 193	Q	.2	X
	32153	Prerecorded audio discs: Others, including audio and visual CD, enhanced CD, and minidisc	Q	Q	32 658	Q	.3	X
	32160	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio tapes, including DAT	Q	Q	209 954	Q	2.0	69.0
	32161	Cassettes, full-length	Q	Q	198 302	Q	1.9	X
	32170	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio records	Q	Q	9 237	Q	.1	88.6
	32171	Vinyl long playing (LP)	Q	Q	4 241	Q	Z	X
	32172	Vinyl singles, including 7 and 12 inch	Q	Q	4 996	Q	Z	X
	32180	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded video discs or tapes	Q	Q	208 903	Q	2.0	88.4
	32181	Prerecorded video discs, including laser and DVD	Q	Q	111 747	Q	1.1	X
	32182	Prerecorded video tapes	Q	Q	97 156	Q	.9	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters	Q	Q	13 410	Q	.1	X
	32200	Receipts from the use of sound recording studio	Q	Q	4 861	Q	Z	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders	Q	Q	191	Q	Z	X

See footnotes at end of table.

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)	
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—			
						Estab-lishments with the product line	All estab-lishments ¹		
51		Information—Con.							
512		Motion picture and sound recording industries—Con.							
5122		Sound recording industries—Con.							
51222		Integrated record production/distribution—Con.							
512220		Integrated record production/distribution—Con.							
	39000	Merchandise sales	Q	Q	5 890	Q	.1	88.8	
	39038	Sales of other merchandise, not specified by type	Q	Q	5 890	Q	.1	X	
	39500	All other receipts	Q	Q	170 275	Q	1.6	88.8	
	39531	All other receipts	Q	Q	170 275	Q	1.6	X	
51223		Music publishers	619	X	3 348 360	X	100.0	90.1	
	32110	Music book publishing	152		415 909		79.4	9.9	X
	32120	Sheet music publishing	179		515 644		11.6	1.8	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions							
	32131	Performance	512		3 155 516		50.2	47.3	81.4
	32132	Reproduction	368		1 470 293		24.0	10.5	X
	32133	Distribution	340		2 914 865		40.5	35.3	X
	32133	Distribution	171		972 078		5.1	1.5	X
512230		Music publishers	619	X	3 348 360	X	100.0	90.1	
	32110	Music book publishing	152		415 909		79.4	9.9	X
	32120	Sheet music publishing	179		515 644		11.6	1.8	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions							
	32131	Performance	512		3 155 516		50.2	47.3	81.4
	32132	Reproduction	368		1 470 293		24.0	10.5	X
	32133	Distribution	340		2 914 865		40.5	35.3	X
	32133	Distribution	171		972 078		5.1	1.5	X
51224		Sound recording studios	1 488	X	664 248	X	100.0	61.1	
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions							
	32131	Performance	75		22 131		23.0	.8	58.9
	32132	Reproduction	42		15 504		22.2	.5	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings	43		11 324		14.7	.3	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters	39		18 718		14.2	.4	X
	32200	Receipts from the use of sound recording studio	57		26 702		14.3	.6	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders	1 488		664 248		90.9	90.9	X
	32220	Audio taping of conferences, seminars, and meetings	58		27 066		12.5	.5	X
	32230	Radio show tape production/distribution	66		19 880		6.2	.2	X
	39000	Merchandise sales	52		19 327		18.2	.5	X
	39038	Sales of other merchandise, not specified by type	269		97 625		13.8	2.0	60.6
	39500	All other receipts	269		97 625		13.8	2.0	X
	39531	All other receipts	338		95 429		28.7	4.1	58.2
	39531	All other receipts	338		95 429		28.7	4.1	X
512240		Sound recording studios	1 488	X	664 248	X	100.0	61.1	
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions							
	32131	Performance	75		22 131		23.0	.8	58.9
	32132	Reproduction	42		15 504		22.2	.5	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings	43		11 324		14.7	.3	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters	39		18 718		14.2	.4	X
	32200	Receipts from the use of sound recording studio	57		26 702		14.3	.6	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders	1 488		664 248		90.9	90.9	X
	32220	Audio taping of conferences, seminars, and meetings	58		27 066		12.5	.5	X
	32230	Radio show tape production/distribution	66		19 880		6.2	.2	X
	39000	Merchandise sales	52		19 327		18.2	.5	X
	39038	Sales of other merchandise, not specified by type	269		97 625		13.8	2.0	60.6
	39500	All other receipts	269		97 625		13.8	2.0	X
	39531	All other receipts	338		95 429		28.7	4.1	58.2
	39531	All other receipts	338		95 429		28.7	4.1	X
51229		Other sound recording industries	491	X	462 817	X	100.0	80.8	
	32140	Receipts from sales, leasing, and licensing fees of master recordings	9		9 699		87.7	1.8	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters	15		13 939		6.2	4.5	X
	32220	Audio taping of conferences, seminars, and meetings	47		32 171		28.9	6.3	X
	32230	Radio show tape production/distribution	150		98 894		91.0	19.5	X
	39000	Merchandise sales	16		8 418		16.3	.3	80.8
	39038	Sales of other merchandise, not specified by type	16		8 418		16.3	.3	X
512290		Other sound recording industries	491	X	462 817	X	100.0	80.8	
	32140	Receipts from sales, leasing, and licensing fees of master recordings	9		9 699		87.7	1.8	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters	15		13 939		6.2	4.5	X
	32220	Audio taping of conferences, seminars, and meetings	47		32 171		28.9	6.3	X
	32230	Radio show tape production/distribution	150		98 894		91.0	19.5	X
	39000	Merchandise sales	16		8 418		16.3	.3	80.8
	39038	Sales of other merchandise, not specified by type	16		8 418		16.3	.3	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
512		Motion picture and sound recording industries—Con.						
5122		Sound recording industries—Con.						
51229		Other sound recording industries—Con.						
512290		Other sound recording industries—Con.						
5122902		Producers of taped radio programs	143	X	93 410	X	100.0	75.6
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters	12	13 586	584	4.3	.6	X
	32200	Receipts from the use of sound recording studio	12	17 566	742	4.2	.8	X
	32230	Radio show tape production/distribution	143	93 410	89 694	96.0	96.0	X
	39000	Merchandise sales	7	3 419	199	5.8	.2	75.6
	39038	Sales of other merchandise, not specified by type	7	3 419	199	5.8	.2	X
	39500	All other receipts	25	17 011	2 149	12.6	2.3	75.6
	39531	All other receipts	25	17 011	2 149	12.6	2.3	X
5122909		All other sound recording industries	348	X	369 407	X	100.0	82.2
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	6	8 497	8 497	100.0	2.3	X
	32200	Receipts from the use of sound recording studio	30	17 641	12 459	70.6	3.4	X
	32220	Audio taping of conferences, seminars, and meetings	47	32 171	28 931	89.9	7.8	X
	32230	Radio show tape production/distribution	7	5 484	340	6.2	.1	X
	39000	Merchandise sales	9	4 999	1 171	23.4	.3	82.2
	39038	Sales of other merchandise, not specified by type	9	4 999	1 171	23.4	.3	X
515		Broadcasting (except Internet)	9 540	X	73 962 118	X	100.0	91.1
	32240	Air time - Radio broadcasting, including network compensation and advertising	6 435	15 404 976	14 313 794	92.9	19.4	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	865	1 472 151	752 708	51.1	1.0	X
	32270	Radio: Production and postproduction services	114	618 651	10 213	1.7	Z	X
	32280	Radio: Program rights	136	1 499 392	59 646	4.0	.1	X
	32290	Radio: Other broadcasting services	724	3 456 627	191 942	5.6	.3	X
	32300	Air time - Television broadcasting, including network compensation and advertising	2 342	53 792 194	45 616 344	84.8	61.7	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	400	2 090 601	1 472 936	70.5	2.0	X
	32320	Specialty programming (wholesaling) services -Television	240	13 501 572	7 235 203	53.6	9.8	X
	32330	Television: Production and postproduction services	939	14 625 987	516 921	3.5	.7	X
	32340	Television: Program rights	282	8 891 041	483 559	5.4	.7	X
	32350	Television: Other broadcasting services	311	9 291 846	737 814	7.9	1.0	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	96	240 496	15 428	6.4	Z	X
	32810	Sale of online advertising space: Broadcasting	377	8 096 064	91 279	1.1	.1	X
	35550	Internet access services	26	230 160	3 319	1.4	Z	X
	39000	Merchandise sales	323	5 930 275	352 286	5.9	.5	X
	39250	Rental or lease of goods and/or equipment	804	5 153 686	45 998	.9	.1	X
	39500	All other receipts	3 627	41 418 006	2 056 173	5.0	2.8	X
5151		Radio and television broadcasting	8 851	X	48 589 052	X	100.0	91.9
	32240	Air time - Radio broadcasting, including network compensation and advertising	6 435	15 404 976	14 313 794	92.9	29.5	90.6
	32241	Network compensation	2 653	8 645 046	268 181	3.1	.6	X
	32242	National and regional advertising (net)	5 054	14 681 357	3 869 435	26.4	8.0	X
	32243	Local advertising (net)	6 170	13 821 015	10 176 178	73.6	20.9	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	865	1 472 151	752 708	51.1	1.5	X
	32260	Specialty programming (wholesaling) services - Audio	57	168 824	6 555	3.9	Z	X
	32270	Radio: Production and postproduction services	114	618 651	10 213	1.7	Z	X
	32280	Radio: Program rights	133	1 377 289	52 284	3.8	.1	X
	32290	Radio: Other broadcasting services	706	3 227 456	189 611	5.9	.4	X
	32300	Air time - Television broadcasting, including network compensation and advertising	1 796	31 759 785	30 238 438	95.2	62.2	90.8
	32301	Network compensation	907	14 877 534	1 390 272	9.3	2.9	X
	32302	National and regional advertising (net)	1 433	30 514 555	18 399 895	60.3	37.9	X
	32303	Local advertising (net)	1 654	20 151 431	10 448 271	51.8	21.5	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	301	1 794 145	1 285 330	71.6	2.6	X
	32320	Specialty programming (wholesaling) services -Television	45	819 700	54 932	6.7	.1	X
	32330	Television: Production and postproduction services	861	12 457 759	270 100	2.2	.6	X
	32340	Television: Program rights	203	7 330 721	352 806	4.8	.7	X
	32350	Television: Other broadcasting services	252	7 442 751	220 898	3.0	.5	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	93	231 062	13 308	5.8	Z	X
	32810	Sale of online advertising space: Broadcasting	341	5 558 654	32 152	.6	.1	X
	35550	Internet access services	23	220 726	2 564	1.2	Z	91.1
	35552	Broadband	20	212 012	2 494	1.2	Z	X
	39000	Merchandise sales	221	1 240 023	41 385	3.3	.1	91.9
	39039	Sale of merchandise, not specified by type	221	1 240 023	41 385	3.3	.1	X
	39250	Rental or lease of goods and/or equipment	778	4 789 073	42 139	.9	.1	X
	39500	All other receipts	3 281	26 297 154	709 835	2.7	1.5	91.9
	39532	All other receipts	3 281	26 297 154	709 835	2.7	1.5	X
51511		Radio broadcasting	6 893	X	15 602 466	X	100.0	88.8
	32240	Air time - Radio broadcasting, including network compensation and advertising	6 384	14 910 827	14 212 160	95.3	91.1	87.5
	32241	Network compensation	2 640	8 427 986	267 459	3.2	1.7	X
	32242	National and regional advertising (net)	5 030	14 348 854	3 855 419	26.9	24.7	X
	32243	Local advertising (net)	6 123	13 352 793	10 089 282	75.6	64.7	X

See footnotes at end of table.

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

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

See footnotes at end of table.

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
515		Broadcasting (except Internet)—Con.						
5151		Radio and television broadcasting—Con.						
51512		Television broadcasting	1 958	X	32 986 586	X	100.0	93.3
	32240	Air time - Radio broadcasting, including network compensation and advertising	51		494 149			93.3
	32241	Network compensation	13		217 060			X
	32242	National and regional advertising (net)	24		332 503			X
	32243	Local advertising (net)	47		468 222			X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	55		459 449			X
	32270	Radio: Production and postproduction services	21		363 731			X
	32280	Radio: Program rights	6		150 023			X
	32290	Radio: Other broadcasting services	13		150 081			X
	32300	Air time - Television broadcasting, including network compensation and advertising	1 772		31 728 024			92.2
	32301	Network compensation	906		14 869 542			X
	32302	National and regional advertising (net)	1 420		30 491 850			X
	32303	Local advertising (net)	1 636		20 131 971			X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	284		1 630 541			X
	32320	Specialty programming (wholesaling) services -Television	38		806 724			X
	32330	Television: Production and postproduction services	849		12 433 635			X
	32340	Television: Program rights	200		7 329 973			X
	32350	Television: Other broadcasting services	244		7 425 010			X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	14		13 534			X
	32810	Sale of online advertising space: Broadcasting	203		4 354 166			X
	35550	Internet access services	11		174 239			92.6
	35552	Broadband	10		165 635			X
	39000	Merchandise sales	81		740 751			93.3
	39039	Sale of merchandise, not specified by type	81		740 751			X
	39250	Rental or lease of goods and/or equipment	340		3 235 321			X
	39500	All other receipts	834		18 934 509			93.3
	39532	All other receipts	834		18 934 509			X
515120		Television broadcasting	1 958	X	32 986 586	X	100.0	93.3
	32240	Air time - Radio broadcasting, including network compensation and advertising	51		494 149			93.3
	32241	Network compensation	13		217 060			X
	32242	National and regional advertising (net)	24		332 503			X
	32243	Local advertising (net)	47		468 222			X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	55		459 449			X
	32270	Radio: Production and postproduction services	21		363 731			X
	32280	Radio: Program rights	6		150 023			X
	32290	Radio: Other broadcasting services	13		150 081			X
	32300	Air time - Television broadcasting, including network compensation and advertising	1 772		31 728 024			92.2
	32301	Network compensation	906		14 869 542			X
	32302	National and regional advertising (net)	1 420		30 491 850			X
	32303	Local advertising (net)	1 636		20 131 971			X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	284		1 630 541			X
	32320	Specialty programming (wholesaling) services -Television	38		806 724			X
	32330	Television: Production and postproduction services	849		12 433 635			X
	32340	Television: Program rights	200		7 329 973			X
	32350	Television: Other broadcasting services	244		7 425 010			X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	14		13 534			X
	32810	Sale of online advertising space: Broadcasting	203		4 354 166			X
	35550	Internet access services	11		174 239			92.6
	35552	Broadband	10		165 635			X
	39000	Merchandise sales	81		740 751			93.3
	39039	Sale of merchandise, not specified by type	81		740 751			X
	39250	Rental or lease of goods and/or equipment	340		3 235 321			X
	39500	All other receipts	834		18 934 509			93.3
	39532	All other receipts	834		18 934 509			X
5152		Cable and other subscription programming	689	X	25 373 066	X	100.0	89.7
	32290	Radio: Other broadcasting services	18		229 171			X
	32300	Air time - Television broadcasting, including network compensation and advertising	546		22 032 409			56.6
	32301	Network compensation	316		7 533 932			X
	32302	National and regional advertising (net)	461		21 764 253			X
	32303	Local advertising (net)	191		6 851 459			X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	99		296 456			X
	32320	Specialty programming (wholesaling) services -Television	195		12 681 872			X
	32330	Television: Production and postproduction services	78		2 168 228			X
	32340	Television: Program rights	79		1 560 320			X
	32350	Television: Other broadcasting services	59		1 849 095			X
	32810	Sale of online advertising space: Broadcasting	36		2 537 410			X
	39000	Merchandise sales	102		4 690 252			89.7
	39039	Sale of merchandise, not specified by type	102		4 690 252			X
	39250	Rental or lease of goods and/or equipment	26		364 613			X
	39500	All other receipts	346		15 120 852			89.7
	39532	All other receipts	346		15 120 852			X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)		
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—				
						Establishments with the product line	All establishments ¹			
51		Information—Con.								
515		Broadcasting (except Internet)—Con.								
5152		Cable and other subscription programming—Con.								
51521		Cable and other subscription programming	689	X	25 373 066	X	100.0	89.7		
	32290	Radio: Other broadcasting services	18		229 171		2 331	1.0	Z	X
	32300	Air time - Television broadcasting, including network compensation and advertising	546		22 032 409		15 377 906	69.8	60.6	56.6
	32301	Network compensation	316		7 533 932		3 589 478	47.6	14.1	X
	32302	National and regional advertising (net)	461		21 764 253		11 451 290	52.6	45.1	X
	32303	Local advertising (net)	191		6 851 459		337 138	4.9	1.3	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	99		296 456		187 606	63.3	.7	X
	32320	Specialty programming (wholesaling) services -Television	195		12 691 872		7 180 271	56.6	28.3	X
	32330	Television: Production and postproduction services	78		2 168 228		246 821	11.4	1.0	X
	32340	Television: Program rights	79		1 560 320		130 753	8.4	.5	X
	32350	Television: Other broadcasting services	59		1 849 095		516 916	28.0	2.0	X
	32810	Sale of online advertising space: Broadcasting	36		2 537 410		59 127	2.3	.2	X
	39000	Merchandise sales	102		4 690 252		310 901	6.6	1.2	89.7
	39039	Sale of merchandise, not specified by type	102		4 690 252		310 901	6.6	1.2	X
	39250	Rental or lease of goods and/or equipment	26		364 613		3 859	1.1	Z	X
	39500	All other receipts	346		15 120 852		1 346 338	8.9	5.3	89.7
	39532	All other receipts	346		15 120 852		1 346 338	8.9	5.3	X
515210		Cable and other subscription programming	689	X	25 373 066	X	100.0	89.7		
	32290	Radio: Other broadcasting services	18		229 171		2 331	1.0	Z	X
	32300	Air time - Television broadcasting, including network compensation and advertising	546		22 032 409		15 377 906	69.8	60.6	56.6
	32301	Network compensation	316		7 533 932		3 589 478	47.6	14.1	X
	32302	National and regional advertising (net)	461		21 764 253		11 451 290	52.6	45.1	X
	32303	Local advertising (net)	191		6 851 459		337 138	4.9	1.3	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	99		296 456		187 606	63.3	.7	X
	32320	Specialty programming (wholesaling) services -Television	195		12 691 872		7 180 271	56.6	28.3	X
	32330	Television: Production and postproduction services	78		2 168 228		246 821	11.4	1.0	X
	32340	Television: Program rights	79		1 560 320		130 753	8.4	.5	X
	32350	Television: Other broadcasting services	59		1 849 095		516 916	28.0	2.0	X
	32810	Sale of online advertising space: Broadcasting	36		2 537 410		59 127	2.3	.2	X
	39000	Merchandise sales	102		4 690 252		310 901	6.6	1.2	89.7
	39039	Sale of merchandise, not specified by type	102		4 690 252		310 901	6.6	1.2	X
	39250	Rental or lease of goods and/or equipment	26		364 613		3 859	1.1	Z	X
	39500	All other receipts	346		15 120 852		1 346 338	8.9	5.3	89.7
	39532	All other receipts	346		15 120 852		1 346 338	8.9	5.3	X
516		Internet publishing and broadcasting	2 057	X	6 363 468	X	100.0	45.1		
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers	6		44 643		2 694	6.0	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	38		222 082		167 991	75.6	2.6	X
	31120	Printing services for others	6		4 158		112	2.7	Z	X
	31170	Sale of licensing of rights to content	497		1 590 069		689 276	43.3	10.8	X
	31180	Mailing lists, rental or sale	17		99 076		15 830	16.0	.1	X
	31200	Publishing services for others	13		7 570		4 605	60.8	.2	X
	31300	Books - Internet: Professional, technical, and scholarly books	23		S		83 128	S	1.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	136		503 957		454 145	90.1	7.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	66		79 113		67 264	85.0	1.1	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	11		5 849		5 669	96.9	.1	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	138		608 612		524 863	86.2	8.2	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	39		128 228		117 647	91.7	1.8	X
	31860	Directories - Internet - Subscriptions and sales	81		420 878		338 475	80.4	5.3	X
	31870	Directories - Internet - Sale of advertising space	44		396 352		343 632	86.7	5.4	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	134		1 431 261		1 095 976	76.6	17.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	23		3 291		2 369	72.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication	26		79 258		43 200	54.5	.7	X
	32670	Video and audio streaming services	20		69 634		41 590	59.7	.7	X
	32720	Sale of on-line advertising space: ISP, web search portals, and other information services, except Internet publishing	824		1 682 360		1 202 880	71.5	18.9	X
	32730	Information search services on a contract or fee basis	76		249 422		108 362	43.4	1.7	X
	32790	Stock photo services	6		3 357		670	20.0	Z	X
	33850	Other Internet publishing, not specified by type of publication	88		125 224		101 256	80.9	1.6	X
	35000	Information technology (IT) technical consulting services	36		222 885		24 308	10.9	.4	X
	35050	Custom computer application design and development services	144		200 578		49 035	24.4	.8	X
	35200	Web site hosting services	57		38 684		2 241	5.8	Z	X
	35250	Application service provisioning	8		13 791		1 382	10.0	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	13		31 646		6 206	19.6	.1	X
	35500	Information technology (IT) technical support services	26		200 491		10 332	5.2	.2	X
	35550	Internet access services	39		97 966		22 303	22.8	.4	X
	37820	Convention, trade shows, and other special event production and/or management	12		9 927		122	1.2	Z	X
	39000	Merchandise sales	144		463 290		65 548	14.1	1.0	X
	39500	All other receipts	700		2 914 958		708 956	24.3	11.1	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
516		Internet publishing and broadcasting—Con.						
5161		Internet publishing and broadcasting	2 057	X	6 363 468	X	100.0	45.1
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers ..	6	44 643	2 694	6.0	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	38	222 082	167 991	75.6	2.6	37.4
	31081	Daily	38	222 082	167 991	75.6	2.6	X
	31120	Printing services for others	6	4 158	112	2.7	Z	X
	31170	Sale or licensing of rights to content	497	1 590 069	689 276	43.3	10.8	X
	31180	Mailing lists, rental or sale	17	99 076	15 830	16.0	.2	X
	31200	Publishing services for others	13	7 570	4 605	60.8	.1	X
	31300	Books - Internet: Professional, technical, and scholarly books	23	S	83 128	S	1.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	136	503 957	454 145	90.1	7.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	66	79 113	67 264	85.0	1.1	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	11	5 849	5 669	96.9	.1	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	138	608 612	524 863	86.2	8.2	35.7
	31631	Arts, culture, leisure, and entertainment periodicals	48	145 818	107 413	73.7	1.7	X
	31632	Home and living periodicals	6	5 858	2 076	35.4	Z	X
	31633	Political, social, and business news periodicals	58	113 756	30 044	26.4	.5	X
	31634	Other general interest periodicals	23	S	385 330	S	6.1	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	39	128 228	117 647	91.7	1.8	X
	31860	Directories - Internet - Subscriptions and sales	81	420 878	338 475	80.4	5.3	X
	31870	Directories - Internet - Sale of advertising space	44	396 352	343 632	86.7	5.4	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	134	1 431 261	1 095 976	76.6	17.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	23	3 291	2 369	72.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication ..	26	79 258	43 200	54.5	.7	X
	32670	Video and audio streaming services	20	69 634	41 590	59.7	.7	X
	32720	Sale of on-line advertising space: ISPs, web search portals, and other information services, except Internet publishing	824	1 682 360	1 202 880	71.5	18.9	X
	32730	Information search services, except Internet publishing	76	249 422	108 362	43.4	1.7	X
	32790	Stock photo services	6	3 357	670	20.0	Z	X
	33850	Other Internet publishing, not specified by type of publication	88	125 224	101 256	80.9	1.6	44.9
	33852	Other Internet publishing, excluding books	6	8 169	163	2.0	Z	X
	33853	Other Internet publishing, excluding periodicals	6	524	478	91.2	Z	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	70	102 067	97 863	95.9	1.5	X
	33855	Other Internet publishing, excluding directories	6	14 464	2 752	19.0	Z	X
	35000	Information technology (IT) technical consulting services	36	222 885	24 308	10.9	.4	X
	35050	Custom computer application design and development services	144	200 578	49 035	24.4	.8	42.2
	35051	Web site design and development services	134	190 354	33 670	17.7	.5	X
	35052	Database design and development services	22	8 632	265	3.1	Z	X
	35053	Customization and integration of cross-industry application software ..	11	25 829	12 175	47.1	.2	X
	35200	Web site hosting services	57	38 684	2 241	5.8	Z	45.1
	35201	Web site hosting services with integration of related applications	30	36 500	2 087	5.7	Z	X
	35202	Web site hosting services without integration of related applications ..	33	5 671	154	2.7	Z	X
	35250	Application service provisioning	8	13 791	1 382	10.0	Z	45.1
	35251	Application service provisioning with integration services	8	13 791	1 382	10.0	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	13	31 646	6 206	19.6	.1	X
	35500	Information technology (IT) technical support services	26	200 491	10 332	5.2	.2	45.1
	35501	Software-related technical support services	26	200 491	10 320	5.1	.2	X
	35550	Internet access services	39	97 966	22 303	22.8	.4	45.1
	35552	Broadband	39	97 966	22 303	22.8	.4	X
	37820	Convention, trade shows, and other special event production and/or management	12	9 927	122	1.2	Z	X
	39000	Merchandise sales	144	463 290	65 548	14.1	1.0	41.4
	39032	Resale of merchandise, not specified by type	19	76 120	8 372	11.0	.1	X
	39043	Sale of merchandise, excluding computer hardware and software	112	332 333	55 936	16.8	.9	X
	39500	All other receipts	700	2 914 958	708 956	24.3	11.1	41.0
51611		Internet publishing and broadcasting	2 057	X	6 363 468	X	100.0	45.1
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers ..	6	44 643	2 694	6.0	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	38	222 082	167 991	75.6	2.6	37.4
	31081	Daily	38	222 082	167 991	75.6	2.6	X
	31120	Printing services for others	6	4 158	112	2.7	Z	X
	31170	Sale or licensing of rights to content	497	1 590 069	689 276	43.3	10.8	X
	31180	Mailing lists, rental or sale	17	99 076	15 830	16.0	.2	X
	31200	Publishing services for others	13	7 570	4 605	60.8	.1	X
	31300	Books - Internet: Professional, technical, and scholarly books	23	S	83 128	S	1.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	136	503 957	454 145	90.1	7.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	66	79 113	67 264	85.0	1.1	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	11	5 849	5 669	96.9	.1	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	138	608 612	524 863	86.2	8.2	35.7
	31631	Arts, culture, leisure, and entertainment periodicals	48	145 818	107 413	73.7	1.7	X
	31632	Home and living periodicals	6	5 858	2 076	35.4	Z	X
	31633	Political, social, and business news periodicals	58	113 756	30 044	26.4	.5	X
	31634	Other general interest periodicals	23	S	385 330	S	6.1	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	39	128 228	117 647	91.7	1.8	X
	31860	Directories - Internet - Subscriptions and sales	81	420 878	338 475	80.4	5.3	X
	31870	Directories - Internet - Sale of advertising space	44	396 352	343 632	86.7	5.4	X

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
516		Internet publishing and broadcasting—Con.						
5161		Internet publishing and broadcasting—Con.						
51611		Internet publishing and broadcasting—Con.						
	31920	Databases and other collections of information - Internet - Subscriptions and sales	134	1 431 261	1 095 976	76.6	17.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	23	3 291	2 369	72.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication ..	26	79 258	43 200	54.5	.7	X
	32670	Video and audio streaming services	20	69 634	41 590	59.7	.7	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	824	1 682 360	1 202 880	71.5	18.9	X
	32730	Information search services on a contract or fee basis	76	249 422	108 362	43.4	1.7	X
	32790	Stock photo services	6	3 357	670	20.0	Z	X
	33850	Other Internet publishing, not specified by type of publication	88	125 224	101 256	80.9	1.6	44.9
	33852	Other Internet publishing, excluding books	6	8 169	163	2.0	Z	X
	33853	Other Internet publishing, excluding periodicals	6	524	478	91.2	Z	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	70	102 067	97 863	95.9	1.5	X
	33855	Other Internet publishing, excluding directories	6	14 464	2 752	19.0	Z	X
	35000	Information technology (IT) technical consulting services	36	222 885	24 308	10.9	.4	X
	35050	Custom computer application design and development services	144	200 578	49 035	24.4	.8	42.2
	35051	Web site design and development services	134	190 354	33 670	17.7	.5	X
	35052	Database design and development services	22	8 632	265	3.1	Z	X
	35053	Customization and integration of cross-industry application software ..	11	25 829	12 175	47.1	.2	X
	35200	Web site hosting services	57	38 684	2 241	5.8	Z	45.1
	35201	Web site hosting services with integration of related applications	30	36 500	2 087	5.7	Z	X
	35202	Web site hosting services without integration of related applications ..	33	5 671	154	2.7	Z	X
	35250	Application service provisioning	8	13 791	1 382	10.0	Z	45.1
	35251	Application service provisioning with integration services	8	13 791	1 382	10.0	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	13	31 646	6 206	19.6	.1	X
	35500	Information technology (IT) technical support services	26	200 491	10 332	5.2	.2	45.1
	35501	Software-related technical support services	26	200 491	10 320	5.1	.2	X
	35550	Internet access services	39	97 966	22 303	22.8	.4	45.1
	35552	Broadband	39	97 966	22 303	22.8	.4	X
	37820	Convention, trade shows, and other special event production and/or management	12	9 927	122	1.2	Z	X
	39000	Merchandise sales	144	463 290	65 548	14.1	1.0	41.4
	39032	Resale of merchandise, not specified by type	19	76 120	8 372	11.0	.1	X
	39043	Sale of merchandise, excluding computer hardware and software	112	332 333	55 936	16.8	.9	X
	39500	All other receipts	700	2 914 958	708 956	24.3	11.1	41.0
516110		Internet publishing and broadcasting	2 057	X	6 363 468	X	100.0	45.1
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers ..	6	44 643	2 694	6.0	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	38	222 082	167 991	75.6	2.6	37.4
	31081	Daily	38	222 082	167 991	75.6	2.6	X
	31120	Printing services for others	6	4 158	112	2.7	Z	X
	31170	Sale or licensing of rights to content	497	1 590 069	689 276	43.3	10.8	X
	31180	Mailing lists, rental or sale	17	99 076	15 830	16.0	.2	X
	31200	Publishing services for others	13	7 570	4 605	60.8	.1	X
	31300	Books - Internet: Professional, technical, and scholarly books	23	S	83 128	S	1.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	136	503 957	454 145	90.1	7.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	66	79 113	67 264	85.0	1.1	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	11	5 849	5 669	96.9	.1	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	138	608 612	524 863	86.2	8.2	35.7
	31631	Arts, culture, leisure, and entertainment periodicals	48	145 818	107 413	73.7	1.7	X
	31632	Home and living periodicals	6	5 858	2 076	35.4	Z	X
	31633	Political, social, and business news periodicals	58	113 756	30 044	26.4	.5	X
	31634	Other general interest periodicals	23	S	385 330	S	6.1	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	39	128 228	117 647	91.7	1.8	X
	31860	Directories - Internet - Subscriptions and sales	81	420 878	338 475	80.4	5.3	X
	31870	Directories - Internet - Sale of advertising space	44	396 352	343 632	86.7	5.4	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	134	1 431 261	1 095 976	76.6	17.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	23	3 291	2 369	72.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication ..	26	79 258	43 200	54.5	.7	X
	32670	Video and audio streaming services	20	69 634	41 590	59.7	.7	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	824	1 682 360	1 202 880	71.5	18.9	X
	32730	Information search services on a contract or fee basis	76	249 422	108 362	43.4	1.7	X
	32790	Stock photo services	6	3 357	670	20.0	Z	X
	33850	Other Internet publishing, not specified by type of publication	88	125 224	101 256	80.9	1.6	44.9
	33852	Other Internet publishing, excluding books	6	8 169	163	2.0	Z	X
	33853	Other Internet publishing, excluding periodicals	6	524	478	91.2	Z	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	70	102 067	97 863	95.9	1.5	X
	33855	Other Internet publishing, excluding directories	6	14 464	2 752	19.0	Z	X
	35000	Information technology (IT) technical consulting services	36	222 885	24 308	10.9	.4	X
	35050	Custom computer application design and development services	144	200 578	49 035	24.4	.8	42.2
	35051	Web site design and development services	134	190 354	33 670	17.7	.5	X
	35052	Database design and development services	22	8 632	265	3.1	Z	X
	35053	Customization and integration of cross-industry application software ..	11	25 829	12 175	47.1	.2	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
516		Internet publishing and broadcasting—Con.						
5161		Internet publishing and broadcasting—Con.						
51611		Internet publishing and broadcasting—Con.						
516110		Internet publishing and broadcasting—Con.						
	35200	Web site hosting services	57	38 684	2 241	5.8	Z	45.1
	35201	Web site hosting services with integration of related applications	30	36 500	2 087	5.7	Z	X
	35202	Web site hosting services without integration of related applications ..	33	5 671	154	2.7	Z	X
	35250	Application service provisioning	8	13 791	1 382	10.0	Z	45.1
	35251	Application service provisioning with integration services	8	13 791	1 382	10.0	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	13	31 646	6 206	19.6	.1	X
	35500	Information technology (IT) technical support services	26	200 491	10 332	5.2	.2	45.1
	35501	Software-related technical support services	26	200 491	10 320	5.1	.2	X
	35550	Internet access services	39	97 966	22 303	22.8	.4	45.1
	35552	Broadband	39	97 966	22 303	22.8	.4	X
	37820	Convention, trade shows, and other special event production and/or management	12	9 927	122	1.2	Z	X
	39000	Merchandise sales	144	463 290	65 548	14.1	1.0	41.4
	39032	Resale of merchandise, not specified by type	19	76 120	8 372	11.0	.1	X
	39043	Sale of merchandise, excluding computer hardware and software	112	332 333	55 936	16.8	.9	X
	39500	All other receipts	700	2 914 958	708 956	24.3	11.1	41.0
517		Telecommunications	49 275	X	411 644 543	X	100.0	91.1
	31730	Mailing lists, rental or sale	N	N	4 459	N	Z	X
	32340	Television: Program rights	N	N	5 207	N	Z	X
	32380	Multichannel programming distribution services (analog and digital)	N	N	44 925 512	N	10.9	X
	32390	Air time - Program distribution networks: Advertising	N	N	3 200 248	N	.8	X
	32400	Cable and other program distribution: Related services	N	N	3 232 094	N	.8	X
	32410	Production and postproduction services - Television	N	N	1 183	N	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers	N	N	59 420 695	N	14.4	X
	32430	Basic fixed local telephony - Residential	N	N	37 601 274	N	9.1	X
	32440	Basic fixed local telephony - Business	N	N	27 737 460	N	6.7	X
	32450	Basic fixed local telephony - Public	N	N	7 985 005	N	1.9	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	N	N	11 721 785	N	2.8	X
	32470	Basic fixed long distance telephony - Outbound - Residential	N	N	26 865 984	N	6.5	X
	32480	Basic fixed long distance telephony - Outbound - Business	N	N	19 699 084	N	4.8	X
	32490	Basic fixed long distance telephony - Outbound - Public	N	N	1 281 832	N	.3	X
	32500	Basic fixed long distance telephony - Inbound	N	N	8 581 785	N	2.1	X
	32510	Basic fixed all distance telephony	N	N	1 343 414	N	.3	X
	32520	Private network services	N	N	9 242 697	N	2.2	X
	32530	Data transmission services	N	N	9 871 992	N	2.4	X
	32540	Mobile local access and use ⁴	N	N	63 365 037	N	15.4	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony ⁴	N	N	2 676 614	N	.7	X
	32560	Mobile long distance telephony ⁴	N	N	6 316 454	N	1.5	X
	32570	Mobile all distance telephony ⁴	N	N	10 219 297	N	2.5	X
	32580	Messaging (paging) services ⁴	N	N	3 226 518	N	.8	X
	32590	Mobile dispatch services ⁴	N	N	143 014	N	Z	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	N	N	11 958 257	N	2.9	X
	32610	Telecommunications network installation services	N	N	1 235 212	N	.3	X
	32620	Telecommunications equipment sales	N	N	8 186 484	N	2.0	X
	32630	Telecommunications equipment rental, including leasing	N	N	857 139	N	.2	X
	32640	Telecommunications equipment maintenance	N	N	1 489 326	N	.4	X
	32650	Sale of directory advertising space - print, not specified by type	N	N	1 050 749	N	.3	X
	32710	Internet backbone services	N	N	2 580 840	N	.6	X
	35100	Computer network design and development services	N	N	963 132	N	.2	X
	35550	Internet access services	N	N	13 972 400	N	3.4	X
	39000	Merchandise sales	N	N	115 527	N	Z	X
	39500	All other receipts	N	N	10 566 833	N	2.6	X
5171		Wired telecommunications carriers	27 955	X	237 697 299	X	100.0	93.5
	31730	Mailing lists, rental or sale	Q	Q	1 140	Q	Z	X
	32380	Multichannel programming distribution services (analog and digital)	Q	Q	287 231	Q	.1	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	52 321 277	Q	22.0	X
	32430	Basic fixed local telephony - Residential	Q	Q	35 937 721	Q	15.1	X
	32440	Basic fixed local telephony - Business	Q	Q	26 729 461	Q	11.2	X
	32450	Basic fixed local telephony - Public	Q	Q	7 866 177	Q	3.3	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	11 584 733	Q	4.9	93.1
	32461	Residential	Q	Q	8 705 677	Q	3.7	X
	32462	Business	Q	Q	2 879 056	Q	1.2	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	24 360 337	Q	10.2	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	18 358 774	Q	7.7	61.0
	32481	Switched access outbound - Intrastate	Q	Q	3 066 057	Q	1.3	X
	32482	Switched access outbound - Interstate	Q	Q	7 561 204	Q	3.2	X
	32483	Switched access outbound - International	Q	Q	2 301 844	Q	1.0	X
	32484	Special access outbound - Intrastate	Q	Q	1 538 590	Q	.6	X
	32485	Special access outbound - Interstate	Q	Q	3 839 642	Q	1.6	X
	32486	Special access outbound - International	Q	Q	51 437	Q	Z	X
	32490	Basic fixed long distance telephony - Outbound - Public	Q	Q	1 116 574	Q	.5	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	8 072 895	Q	3.4	56.6
	32510	Basic fixed all distance telephony	Q	Q	1 056 432	Q	.4	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
517		Telecommunications—Con.						
5171		Wired telecommunications carriers—Con.						
	32520	Private network services	Q	Q	8 805 492	Q	3.7	72.5
	32521	Intrastate toll service	Q	Q	955 254	Q	.4	X
	32522	Interstate toll service	Q	Q	7 312 739	Q	3.1	X
	32523	International toll service	Q	Q	537 499	Q	.2	X
	32530	Data transmission services	Q	Q	9 015 070	Q	3.8	X
	32540	Mobile local access and use ⁴	Q	Q	92 739	Q	Z	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony ⁴	Q	Q	8 661	Q	Z	X
	32560	Mobile long distance telephony ⁴	Q	Q	65 437	Q	Z	X
	32570	Mobile all distance telephony ⁴	Q	Q	7 815	Q	Z	X
	32580	Messaging (paging) services ⁴	Q	Q	567 680	Q	.2	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	Q	Q	4 995 055	Q	2.1	X
	32610	Telecommunications network installation services	Q	Q	1 024 039	Q	.4	X
	32620	Telecommunications equipment sales	Q	Q	2 218 674	Q	.9	X
	32630	Telecommunications equipment rental, including leasing	Q	Q	682 822	Q	.3	X
	32640	Telecommunications equipment maintenance	Q	Q	1 352 462	Q	.6	X
	32650	Sale of directory advertising space - print, not specified by type	Q	Q	1 050 203	Q	.4	X
	32710	Internet backbone services	Q	Q	2 446 769	Q	1.0	X
	35100	Computer network design and development services	Q	Q	945 771	Q	.4	92.9
	35102	Computer network design and development services, other than security	Q	Q	945 771	Q	.4	X
	35550	Internet access services	Q	Q	8 922 255	Q	3.8	78.5
	35551	Narrowband	Q	Q	2 959 070	Q	1.2	X
	35552	Broadband	Q	Q	5 963 185	Q	2.5	X
	39000	Merchandise sales	Q	Q	50 844	Q	Z	93.5
	39041	Sale of other merchandise, not specified by type	Q	Q	50 844	Q	Z	X
	39500	All other receipts	Q	Q	7 752 759	Q	3.3	93.5
	39534	All other receipts	Q	Q	7 752 759	Q	3.3	X
51711		Wired telecommunications carriers	27 955	X	237 697 299	X	100.0	93.5
	31730	Mailing lists, rental or sale	Q	Q	1 140	Q	Z	X
	32380	Multichannel programming distribution services (analog and digital)	Q	Q	287 231	Q	.1	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	52 321 277	Q	22.0	X
	32430	Basic fixed local telephony - Residential	Q	Q	35 937 721	Q	15.1	X
	32440	Basic fixed local telephony - Business	Q	Q	26 729 461	Q	11.2	X
	32450	Basic fixed local telephony - Public	Q	Q	7 866 177	Q	3.3	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	11 584 733	Q	4.9	93.1
	32461	Residential	Q	Q	8 705 677	Q	3.7	X
	32462	Business	Q	Q	2 879 056	Q	1.2	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	24 360 337	Q	10.2	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	18 358 774	Q	7.7	61.0
	32481	Switched access outbound - Intrastate	Q	Q	3 066 057	Q	1.3	X
	32482	Switched access outbound - Interstate	Q	Q	7 561 204	Q	3.2	X
	32483	Switched access outbound - International	Q	Q	2 301 844	Q	1.0	X
	32484	Special access outbound - Intrastate	Q	Q	1 538 590	Q	.6	X
	32485	Special access outbound - Interstate	Q	Q	3 839 642	Q	1.6	X
	32486	Special access outbound - International	Q	Q	51 437	Q	Z	X
	32490	Basic fixed long distance telephony - Outbound - Public	Q	Q	1 116 574	Q	.5	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	8 072 895	Q	3.4	56.6
	32510	Basic fixed all distance telephony	Q	Q	1 056 432	Q	.4	X
	32520	Private network services	Q	Q	8 805 492	Q	3.7	72.5
	32521	Intrastate toll service	Q	Q	955 254	Q	.4	X
	32522	Interstate toll service	Q	Q	7 312 739	Q	3.1	X
	32523	International toll service	Q	Q	537 499	Q	.2	X
	32530	Data transmission services	Q	Q	9 015 070	Q	3.8	X
	32540	Mobile local access and use ⁴	Q	Q	92 739	Q	Z	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony ⁴	Q	Q	8 661	Q	Z	X
	32560	Mobile long distance telephony ⁴	Q	Q	65 437	Q	Z	X
	32570	Mobile all distance telephony ⁴	Q	Q	7 815	Q	Z	X
	32580	Messaging (paging) services ⁴	Q	Q	567 680	Q	.2	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	Q	Q	4 995 055	Q	2.1	X
	32610	Telecommunications network installation services	Q	Q	1 024 039	Q	.4	X
	32620	Telecommunications equipment sales	Q	Q	2 218 674	Q	.9	X
	32630	Telecommunications equipment rental, including leasing	Q	Q	682 822	Q	.3	X
	32640	Telecommunications equipment maintenance	Q	Q	1 352 462	Q	.6	X
	32650	Sale of directory advertising space - print, not specified by type	Q	Q	1 050 203	Q	.4	X
	32710	Internet backbone services	Q	Q	2 446 769	Q	1.0	X
	35100	Computer network design and development services	Q	Q	945 771	Q	.4	92.9
	35102	Computer network design and development services, other than security	Q	Q	945 771	Q	.4	X
	35550	Internet access services	Q	Q	8 922 255	Q	3.8	78.5
	35551	Narrowband	Q	Q	2 959 070	Q	1.2	X
	35552	Broadband	Q	Q	5 963 185	Q	2.5	X
	39000	Merchandise sales	Q	Q	50 844	Q	Z	93.5
	39041	Sale of other merchandise, not specified by type	Q	Q	50 844	Q	Z	X
	39500	All other receipts	Q	Q	7 752 759	Q	3.3	93.5
	39534	All other receipts	Q	Q	7 752 759	Q	3.3	X
517110		Wired telecommunications carriers	27 955	X	237 697 299	X	100.0	93.5
	31730	Mailing lists, rental or sale	Q	Q	1 140	Q	Z	X
	32380	Multichannel programming distribution services (analog and digital)	Q	Q	287 231	Q	.1	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	52 321 277	Q	22.0	X

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
517		Telecommunications—Con.						
5171		Wired telecommunications carriers—Con.						
51711		Wired telecommunications carriers—Con.						
517110		Wired telecommunications carriers—Con.						
	32430	Basic fixed local telephony - Residential	Q	Q	35 937 721	Q	15.1	X
	32440	Basic fixed local telephony - Business	Q	Q	26 729 461	Q	11.2	X
	32450	Basic fixed local telephony - Public	Q	Q	7 866 177	Q	3.3	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	11 584 733	Q	4.9	93.1
	32461	Residential	Q	Q	8 705 677	Q	3.7	X
	32462	Business	Q	Q	2 879 056	Q	1.2	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	24 360 337	Q	10.2	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	18 358 774	Q	7.7	61.0
	32481	Switched access outbound - Intrastate	Q	Q	3 066 057	Q	1.3	X
	32482	Switched access outbound - Interstate	Q	Q	7 561 204	Q	3.2	X
	32483	Switched access outbound - International	Q	Q	2 301 844	Q	1.0	X
	32484	Special access outbound - Intrastate	Q	Q	1 538 590	Q	.6	X
	32485	Special access outbound - Interstate	Q	Q	3 839 642	Q	1.6	X
	32486	Special access outbound - International	Q	Q	51 437	Q	.2	X
	32490	Basic fixed long distance telephony - Outbound - Public	Q	Q	1 116 574	Q	.5	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	8 072 895	Q	3.4	56.6
	32510	Basic fixed all distance telephony	Q	Q	1 056 432	Q	.4	X
	32520	Private network services	Q	Q	8 805 492	Q	3.7	72.5
	32521	Intrastate toll service	Q	Q	955 254	Q	.4	X
	32522	Interstate toll service	Q	Q	7 312 739	Q	3.1	X
	32523	International toll service	Q	Q	537 499	Q	.2	X
	32530	Data transmission services	Q	Q	9 015 070	Q	3.8	X
	32540	Mobile local access and use ⁴	Q	Q	92 739	Q	.2	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony ⁴	Q	Q	8 661	Q	.2	X
	32560	Mobile long distance telephony ⁴	Q	Q	65 437	Q	.2	X
	32570	Mobile all distance telephony ⁴	Q	Q	7 815	Q	.2	X
	32580	Messaging (paging) services ⁴	Q	Q	567 680	Q	.2	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	Q	Q	4 995 055	Q	2.1	X
	32610	Telecommunications network installation services	Q	Q	1 024 039	Q	.4	X
	32620	Telecommunications equipment sales	Q	Q	2 218 674	Q	.9	X
	32630	Telecommunications equipment rental, including leasing	Q	Q	682 822	Q	.3	X
	32640	Telecommunications equipment maintenance	Q	Q	1 352 462	Q	.6	X
	32650	Sale of directory advertising space - print, not specified by type	Q	Q	1 050 203	Q	.4	X
	32710	Internet backbone services	Q	Q	2 446 769	Q	1.0	X
	35100	Computer network design and development services	Q	Q	945 771	Q	.4	92.9
	35102	Computer network design and development services, other than security	Q	Q	945 771	Q	.4	X
	35550	Internet access services	Q	Q	8 922 255	Q	3.8	78.5
	35551	Narrowband	Q	Q	2 959 070	Q	1.2	X
	35552	Broadband	Q	Q	5 963 185	Q	2.5	X
	39000	Merchandise sales	Q	Q	50 844	Q	.2	93.5
	39041	Sale of other merchandise, not specified by type	Q	Q	50 844	Q	.2	X
	39500	All other receipts	Q	Q	7 752 759	Q	3.3	93.5
	39534	All other receipts	Q	Q	7 752 759	Q	3.3	X
5172		Wireless telecommunications carriers (except satellite)	11 155	X	99 192 758	X	100.0	92.3
	32380	Multichannel programming distribution services (analog and digital)	Q	Q	5 974	Q	.2	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	2 859 208	Q	2.9	X
	32430	Basic fixed local telephony - Residential	Q	Q	32 818	Q	.1	X
	32440	Basic fixed local telephony - Business	Q	Q	29 090	Q	.1	X
	32450	Basic fixed local telephony - Public	Q	Q	3 042	Q	.1	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	3 957	Q	.1	91.6
	32461	Residential	Q	Q	3 391	Q	.1	X
	32462	Business	Q	Q	566	Q	.1	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	1 986	Q	.1	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	6 556	Q	.1	91.7
	32481	Switched access outbound - Intrastate	Q	Q	3 331	Q	.1	X
	32482	Switched access outbound - Interstate	Q	Q	3 085	Q	.1	X
	32483	Switched access outbound - International	Q	Q	74	Q	.1	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	33 484	Q	.1	92.3
	32510	Basic fixed all distance telephony	Q	Q	3 576	Q	.1	X
	32520	Private network services	Q	Q	6 598	Q	.1	90.3
	32521	Intrastate toll service	Q	Q	3 889	Q	.1	X
	32522	Interstate toll service	Q	Q	1 975	Q	.1	X
	32530	Data transmission services	Q	Q	15 722	Q	.1	X
	32540	Mobile local access and use ⁴	Q	Q	62 787 922	Q	63.3	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony ⁴	Q	Q	2 661 032	Q	2.7	X
	32560	Mobile long distance telephony ⁴	Q	Q	6 243 196	Q	6.3	X
	32570	Mobile all distance telephony ⁴	Q	Q	9 933 410	Q	10.0	X
	32580	Messaging (paging) services ⁴	Q	Q	2 615 257	Q	2.6	X
	32590	Mobile dispatch services ⁴	Q	Q	142 999	Q	.1	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	Q	Q	4 528 296	Q	4.6	X
	32610	Telecommunications network installation services	Q	Q	175 246	Q	.2	X
	32620	Telecommunications equipment sales	Q	Q	5 686 863	Q	5.7	X
	32630	Telecommunications equipment rental, including leasing	Q	Q	150 217	Q	.2	X
	32640	Telecommunications equipment maintenance	Q	Q	130 729	Q	.1	X

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
517		Telecommunications—Con.						
5172		Wireless telecommunications carriers (except satellite)—Con.						
	35100	Computer network design and development services	Q	Q	2 611	Q	Z	92.3
	35102	Computer network design and development services, other than security	Q	Q	2 611	Q	Z	X
	35550	Internet access services	Q	Q	200 444	Q	Z	X
	39000	Merchandise sales	Q	Q	44 986	Q	Z	91.4
	39041	Sale of other merchandise, not specified by type	Q	Q	44 986	Q	Z	X
	39500	All other receipts	Q	Q	886 509	Q	.9	92.3
	39534	All other receipts	Q	Q	886 509	Q	.9	X
51721		Wireless telecommunications carriers (except satellite)	11 155	X	99 192 758	X	100.0	92.3
	32380	Multichannel programming distribution services (analog and digital)	Q	Q	5 974	Q	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	2 859 208	Q	2.9	X
	32430	Basic fixed local telephony - Residential	Q	Q	32 818	Q	Z	X
	32440	Basic fixed local telephony - Business	Q	Q	29 090	Q	Z	X
	32450	Basic fixed local telephony - Public	Q	Q	3 042	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	3 957	Q	Z	91.6
	32461	Residential	Q	Q	3 391	Q	Z	X
	32462	Business	Q	Q	566	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	1 986	Q	Z	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	6 556	Q	Z	91.7
	32481	Switched access outbound - Intrastate	Q	Q	3 331	Q	Z	X
	32482	Switched access outbound - Interstate	Q	Q	3 085	Q	Z	X
	32483	Switched access outbound - International	Q	Q	74	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	33 484	Q	Z	92.3
	32510	Basic fixed all distance telephony	Q	Q	3 576	Q	Z	X
	32520	Private network services	Q	Q	6 598	Q	Z	90.3
	32521	Intrastate toll service	Q	Q	3 889	Q	Z	X
	32522	Interstate toll service	Q	Q	1 975	Q	Z	X
	32530	Data transmission services	Q	Q	15 722	Q	Z	X
	32540	Mobile local access and use ⁴	Q	Q	62 787 922	Q	63.3	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony ⁴	Q	Q	2 661 032	Q	2.7	X
	32560	Mobile long distance telephony ⁴	Q	Q	6 243 196	Q	6.3	X
	32570	Mobile all distance telephony ⁴	Q	Q	9 933 410	Q	10.0	X
	32580	Messaging (paging) services ⁴	Q	Q	2 615 257	Q	2.6	X
	32590	Mobile dispatch services ⁴	Q	Q	142 999	Q	.1	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	Q	Q	4 528 296	Q	4.6	X
	32610	Telecommunications network installation services	Q	Q	175 246	Q	.2	X
	32620	Telecommunications equipment sales	Q	Q	5 686 863	Q	5.7	X
	32630	Telecommunications equipment rental, including leasing	Q	Q	150 217	Q	.2	X
	32640	Telecommunications equipment maintenance	Q	Q	130 729	Q	.1	X
	35100	Computer network design and development services	Q	Q	2 611	Q	Z	92.3
	35102	Computer network design and development services, other than security	Q	Q	2 611	Q	Z	X
	35550	Internet access services	Q	Q	200 444	Q	Z	X
	39000	Merchandise sales	Q	Q	44 986	Q	Z	91.4
	39041	Sale of other merchandise, not specified by type	Q	Q	44 986	Q	Z	X
	39500	All other receipts	Q	Q	886 509	Q	.9	92.3
	39534	All other receipts	Q	Q	886 509	Q	.9	X
517211		Paging	1 643	X	2 662 566	X	100.0	60.4
	32380	Multichannel programming distribution services (analog and digital)	Q	Q	3 043	Q	.1	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	8 133	Q	.3	X
	32430	Basic fixed local telephony - Residential	Q	Q	1 543	Q	.1	X
	32440	Basic fixed local telephony - Business	Q	Q	1 268	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	699	Q	Z	46.6
	32461	Residential	Q	Q	499	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	728	Q	Z	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	2 696	Q	.1	60.4
	32481	Switched access outbound - Intrastate	Q	Q	1 427	Q	.1	X
	32482	Switched access outbound - Interstate	Q	Q	1 269	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	22	Q	Z	60.4
	32540	Mobile local access and use ⁴	Q	Q	8 919	Q	.3	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony ⁴	Q	Q	789	Q	Z	X
	32560	Mobile long distance telephony ⁴	Q	Q	469	Q	Z	X
	32570	Mobile all distance telephony ⁴	Q	Q	1 022	Q	Z	X
	32580	Messaging (paging) services ⁴	Q	Q	2 335 644	Q	87.7	X
	32590	Mobile dispatch services ⁴	Q	Q	3 850	Q	.1	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	Q	Q	8 895	Q	.3	X
	32610	Telecommunications network installation services	Q	Q	3 271	Q	.1	X
	32620	Telecommunications equipment sales	Q	Q	109 850	Q	4.1	X
	32630	Telecommunications equipment rental, including leasing	Q	Q	70 021	Q	2.6	X
	32640	Telecommunications equipment maintenance	Q	Q	79 109	Q	3.0	X
	35550	Internet access services	Q	Q	1 814	Q	.1	60.4
	35551	Narrowband	Q	Q	1 436	Q	.1	X
	35552	Broadband	Q	Q	378	Q	Z	X
	39000	Merchandise sales	Q	Q	11 619	Q	.4	60.4
	39041	Sale of other merchandise, not specified by type	Q	Q	11 619	Q	.4	X
	39500	All other receipts	Q	Q	8 894	Q	.3	60.4
	39534	All other receipts	Q	Q	8 894	Q	.3	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
517		Telecommunications—Con.						
5172		Wireless telecommunications carriers (except satellite)—Con.						
51721		Wireless telecommunications carriers (except satellite)—Con.						
517212		Cellular and other wireless telecommunications	9 512	X	96 530 192	X	100.0	93.2
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	2 851 075	Q	3.0	X
	32430	Basic fixed local telephony - Residential	Q	Q	31 275	Q	Z	X
	32440	Basic fixed local telephony - Business	Q	Q	27 822	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	3 258	Q	Z	93.0
	32461	Residential	Q	Q	2 892	Q	Z	X
	32462	Business	Q	Q	366	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	1 258	Q	Z	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	3 860	Q	Z	92.6
	32481	Switched access outbound - Intrastate	Q	Q	1 904	Q	Z	X
	32482	Switched access outbound - Interstate	Q	Q	1 816	Q	Z	X
	32483	Switched access outbound - International	Q	Q	74	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	33 462	Q	Z	93.2
	32510	Basic fixed all distance telephony	Q	Q	3 576	Q	Z	X
	32520	Private network services	Q	Q	6 541	Q	Z	91.1
	32521	Intrastate toll service	Q	Q	3 861	Q	Z	X
	32530	Data transmission services	Q	Q	15 722	Q	Z	X
	32540	Mobile local access and use ⁴	Q	Q	62 779 003	Q	65.0	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony ⁴	Q	Q	2 660 243	Q	2.8	X
	32560	Mobile long distance telephony ⁴	Q	Q	6 242 727	Q	6.5	X
	32570	Mobile all distance telephony ⁴	Q	Q	9 932 388	Q	10.3	X
	32580	Messaging (paging) services ⁴	Q	Q	279 613	Q	.3	X
	32590	Mobile dispatch services ⁴	Q	Q	139 149	Q	.1	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	Q	Q	4 519 401	Q	4.7	X
	32610	Telecommunications network installation services	Q	Q	171 975	Q	.2	X
	32620	Telecommunications equipment sales	Q	Q	5 577 013	Q	5.8	X
	32630	Telecommunications equipment rental, including leasing	Q	Q	80 196	Q	.1	X
	32640	Telecommunications equipment maintenance	Q	Q	51 620	Q	.1	X
	35100	Computer network design and development services	Q	Q	2 611	Q	Z	93.2
	35102	Computer network design and development services, other than security	Q	Q	2 611	Q	Z	X
	35550	Internet access services	Q	Q	198 630	Q	.2	X
	39000	Merchandise sales	Q	Q	33 367	Q	Z	92.1
	39041	Sale of other merchandise, not specified by type	Q	Q	33 367	Q	Z	X
	39500	All other receipts	Q	Q	877 615	Q	.9	93.2
	39534	All other receipts	Q	Q	877 615	Q	.9	X
5173		Telecommunications resellers	2 525	X	9 716 887	X	100.0	50.7
	31730	Mailing lists, rental or sale	6		267 583		1.0	X
	32380	Multichannel programming distribution services (analog and digital)	14		10 844		33.8	X
	32420	Carrier services, including network access services to other telecommunication carriers	399		3 792 352		12.4	4.9
	32430	Basic fixed local telephony - Residential	801		4 084 431		27.6	11.6
	32440	Basic fixed local telephony - Business	693		3 627 221		26.3	9.8
	32450	Basic fixed local telephony - Public	166		240 825		48.0	1.2
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	471		1 399 616		8.5	1.2
	32461	Residential	421		1 290 826		3.3	.4
	32462	Business	330		1 258 132		6.1	.8
	32470	Basic fixed long distance telephony - Outbound - Residential	761		5 489 304		44.4	25.1
	32480	Basic fixed long distance telephony - Outbound - Business	1 052		3 824 274		33.9	13.3
	32481	Switched access outbound - Intrastate	899		3 338 091		14.5	5.0
	32482	Switched access outbound - Interstate	853		2 984 398		10.7	3.3
	32483	Switched access outbound - International	654		2 709 672		9.4	2.6
	32484	Special access outbound - Intrastate	281		1 185 727		2.4	.3
	32485	Special access outbound - Interstate	289		1 166 530		16.2	1.9
	32486	Special access outbound - International	177		543 952		3.8	.2
	32490	Basic fixed long distance telephony - Outbound - Public	174		262 654		62.6	1.7
	32500	Basic fixed long distance telephony - Inbound	677		4 616 022		10.1	4.8
	32510	Basic fixed all distance telephony	222		733 940		32.6	2.5
	32520	Private network services	159		1 519 658		3.0	.5
	32521	Intrastate toll service	109		1 431 603		1.9	.3
	32522	Interstate toll service	58		115 818		14.0	.2
	32523	International toll service	39		68 877		3.0	.7
	32530	Data transmission services	150		488 133		35.7	7.3
	32540	Mobile local access and use ⁴	364		2 048 036		48.4	23.7
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony ⁴	153		159 112		6.9	4.4
	32560	Mobile long distance telephony ⁴	100		137 056		7.8	5.7
	32570	Mobile all distance telephony ⁴	145		389 803		62.5	2.5
	32580	Messaging (paging) services ⁴	348		381 104		11.4	.4
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	339		1 519 878		47.6	7.5
	32610	Telecommunications network installation services	165		461 981		18.2	3.9
	32620	Telecommunications equipment sales	592		1 168 254		17.0	6.6
	32630	Telecommunications equipment rental, including leasing	106		189 654		13.0	7.0
	32640	Telecommunications equipment maintenance	118		288 336		6.1	3.5
	32650	Sale of directory advertising space - print, not specified by type	113		33 521		2.5	.7
	32710	Internet backbone services	42		116 357		13.5	5.3
	35100	Computer network design and development services	34		67 686		8.9	5.9
	35102	Computer network design and development services, other than security	34		67 686		8.9	5.9

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
517		Telecommunications—Con.						
5173		Telecommunications resellers—Con.						
	35550	Internet access services	322	2 137 904	291 789	13.6	3.0	50.7
	35551	Narrowband	125	453 444	49 464	10.9	.5	X
	35552	Broadband	268	1 890 789	242 325	12.8	2.5	X
	39000	Merchandise sales	179	483 198	19 697	4.1	.2	50.7
	39041	Sale of other merchandise, not specified by type	179	483 198	19 697	4.1	.2	X
	39500	All other receipts	503	4 081 957	187 111	4.6	1.9	50.6
	39534	All other receipts	503	4 081 957	187 111	4.6	1.9	X
51731		Telecommunications resellers	2 525	X	9 716 887	X	100.0	50.7
	31730	Mailing lists, rental or sale	6	267 583	2 597	1.0	Z	X
	32380	Multichannel programming distribution services (analog and digital)	14	10 844	3 663	33.8	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers	399	3 792 352	471 427	12.4	4.9	X
	32430	Basic fixed local telephony - Residential	801	4 084 431	1 128 248	27.6	11.6	X
	32440	Basic fixed local telephony - Business	693	3 627 221	953 183	26.3	9.8	X
	32450	Basic fixed local telephony - Public	166	240 825	115 542	48.0	1.2	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	471	1 399 616	119 129	8.5	1.2	49.5
	32461	Residential	421	1 290 826	42 001	3.3	.4	X
	32462	Business	330	1 258 132	77 128	6.1	.8	X
	32470	Basic fixed long distance telephony - Outbound - Residential	761	5 489 304	2 437 195	44.4	25.1	X
	32480	Basic fixed long distance telephony - Outbound - Business	1 052	3 824 274	1 295 852	33.9	13.3	49.9
	32481	Switched access outbound - Intrastate	899	3 338 091	485 058	14.5	5.0	X
	32482	Switched access outbound - Interstate	853	2 984 398	318 378	10.7	3.3	X
	32483	Switched access outbound - International	654	2 709 672	254 162	9.4	2.6	X
	32484	Special access outbound - Intrastate	281	1 185 727	28 498	2.4	.3	X
	32485	Special access outbound - Interstate	289	1 166 530	189 014	16.2	1.9	X
	32486	Special access outbound - International	177	543 952	20 742	3.8	.2	X
	32490	Basic fixed long distance telephony - Outbound - Public	174	262 654	164 333	62.6	1.7	X
	32500	Basic fixed long distance telephony - Inbound	677	4 616 022	464 565	10.1	4.8	50.5
	32510	Basic fixed all distance telephony	222	733 940	239 246	32.6	2.5	X
	32520	Private network services	159	1 519 658	46 262	3.0	.5	50.7
	32521	Intrastate toll service	109	1 431 603	26 959	1.9	.3	X
	32522	Interstate toll service	58	115 818	16 236	14.0	.2	X
	32523	International toll service	39	68 877	3 067	4.5	Z	X
	32530	Data transmission services	150	488 133	35 742	7.3	.4	X
	32540	Mobile local access and use ⁴	364	2 048 036	484 376	23.7	5.0	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony ⁴	153	159 112	6 921	4.4	.1	X
	32560	Mobile long distance telephony ⁴	100	137 056	7 821	5.7	.1	X
	32570	Mobile all distance telephony ⁴	145	389 803	243 601	62.5	2.5	X
	32580	Messaging (paging) services ⁴	348	381 104	43 581	11.4	.4	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	339	1 519 878	724 032	47.6	7.5	X
	32610	Telecommunications network installation services	165	461 981	18 222	3.9	.2	X
	32620	Telecommunications equipment sales	592	1 168 254	170 668	14.6	1.8	X
	32630	Telecommunications equipment rental, including leasing	106	189 654	13 190	7.0	.1	X
	32640	Telecommunications equipment maintenance	118	288 336	6 135	2.1	.1	X
	32650	Sale of directory advertising space - print, not specified by type	113	33 521	251	.7	Z	X
	32710	Internet backbone services	42	116 357	13 534	11.6	.1	X
	35100	Computer network design and development services	34	67 686	8 959	13.2	.1	50.7
	35102	Computer network design and development services, other than security	34	67 686	8 959	13.2	.1	X
	35550	Internet access services	322	2 137 904	291 789	13.6	3.0	50.7
	35551	Narrowband	125	453 444	49 464	10.9	.5	X
	35552	Broadband	268	1 890 789	242 325	12.8	2.5	X
	39000	Merchandise sales	179	483 198	19 697	4.1	.2	50.7
	39041	Sale of other merchandise, not specified by type	179	483 198	19 697	4.1	.2	X
	39500	All other receipts	503	4 081 957	187 111	4.6	1.9	50.6
	39534	All other receipts	503	4 081 957	187 111	4.6	1.9	X
517310		Telecommunications resellers	2 525	X	9 716 887	X	100.0	50.7
	31730	Mailing lists, rental or sale	6	267 583	2 597	1.0	Z	X
	32380	Multichannel programming distribution services (analog and digital)	14	10 844	3 663	33.8	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers	399	3 792 352	471 427	12.4	4.9	X
	32430	Basic fixed local telephony - Residential	801	4 084 431	1 128 248	27.6	11.6	X
	32440	Basic fixed local telephony - Business	693	3 627 221	953 183	26.3	9.8	X
	32450	Basic fixed local telephony - Public	166	240 825	115 542	48.0	1.2	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	471	1 399 616	119 129	8.5	1.2	49.5
	32461	Residential	421	1 290 826	42 001	3.3	.4	X
	32462	Business	330	1 258 132	77 128	6.1	.8	X
	32470	Basic fixed long distance telephony - Outbound - Residential	761	5 489 304	2 437 195	44.4	25.1	X
	32480	Basic fixed long distance telephony - Outbound - Business	1 052	3 824 274	1 295 852	33.9	13.3	49.9
	32481	Switched access outbound - Intrastate	899	3 338 091	485 058	14.5	5.0	X
	32482	Switched access outbound - Interstate	853	2 984 398	318 378	10.7	3.3	X
	32483	Switched access outbound - International	654	2 709 672	254 162	9.4	2.6	X
	32484	Special access outbound - Intrastate	281	1 185 727	28 498	2.4	.3	X
	32485	Special access outbound - Interstate	289	1 166 530	189 014	16.2	1.9	X
	32486	Special access outbound - International	177	543 952	20 742	3.8	.2	X
	32490	Basic fixed long distance telephony - Outbound - Public	174	262 654	164 333	62.6	1.7	X
	32500	Basic fixed long distance telephony - Inbound	677	4 616 022	464 565	10.1	4.8	50.5
	32510	Basic fixed all distance telephony	222	733 940	239 246	32.6	2.5	X
	32520	Private network services	159	1 519 658	46 262	3.0	.5	50.7
	32521	Intrastate toll service	109	1 431 603	26 959	1.9	.3	X
	32522	Interstate toll service	58	115 818	16 236	14.0	.2	X
	32523	International toll service	39	68 877	3 067	4.5	Z	X

See footnotes at end of table.

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

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
517		Telecommunications—Con.						
5174		Satellite telecommunications—Con.						
51741		Satellite telecommunications—Con.						
517410		Satellite telecommunications—Con.						
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	114	1 897 776	269 511	14.2	4.7	X
	32610	Telecommunications network installation services	18	161 227	17 705	11.0	.3	X
	32620	Telecommunications equipment sales	83	493 148	73 011	14.8	1.3	X
	32630	Telecommunications equipment rental, including leasing.....	19	52 669	10 910	20.7	.2	X
	32710	Internet backbone services	25	903 659	120 510	13.3	2.1	X
	35550	Internet access services	10	84 453	23 501	27.8	.4	37.8
	35552	Broadband	10	84 453	23 501	27.8	.4	X
	39500	All other receipts	51	1 023 761	53 642	5.2	.9	37.8
	39534	All other receipts	51	1 023 761	53 642	5.2	.9	X
5175		Cable and other program distribution	6 288	X	57 708 708	X	100.0	92.9
	32340	Television: Program rights	Q	Q	5 207	Q	Z	X
	32380	Multichannel programming distribution services (analog and digital) ..	Q	Q	44 404 466	Q	76.9	90.3
	32381	Basic programming package, including startup and reconnect fees ..	Q	Q	36 335 028	Q	63.0	X
	32382	Premium programming package	Q	Q	5 354 740	Q	9.3	X
	32383	Pay-per-view	Q	Q	2 714 698	Q	4.7	X
	32390	Air time - Program distribution networks: Advertising	Q	Q	3 200 248	Q	5.5	26.7
	32391	National and regional (net)	Q	Q	1 402 586	Q	2.4	X
	32392	Local (net)	Q	Q	1 797 662	Q	3.1	X
	32400	Cable and other program distribution: Related services	Q	Q	3 232 094	Q	5.6	54.9
	32401	Installation services, installing cable and/or outlets on customer's premise	Q	Q	425 243	Q	.7	X
	32402	Equipment rental	Q	Q	991 499	Q	1.7	X
	32403	Equipment sales, including decoders, satellite dishes, etc.	Q	Q	747 736	Q	1.3	X
	32404	Other related services	Q	Q	1 067 616	Q	1.9	X
	32410	Production and postproduction services - Television	Q	Q	1 183	Q	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	51 338	Q	.1	X
	32430	Basic fixed local telephony - Residential	Q	Q	499 360	Q	.9	X
	32440	Basic fixed local telephony - Business	Q	Q	20 674	Q	Z	X
	32450	Basic fixed local telephony - Public	Q	Q	244	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	12 815	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	41 329	Q	.1	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	18 973	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	347	Q	Z	X
	32520	Private network services	Q	Q	7 738	Q	Z	X
	32530	Data transmission services	Q	Q	1 910	Q	Z	X
	35550	Internet access services	Q	Q	4 519 707	Q	7.8	58.5
	35551	Narrowband	Q	Q	27 875	Q	Z	X
	35552	Broadband	Q	Q	4 491 832	Q	7.8	X
	39500	All other receipts	Q	Q	1 686 812	Q	2.9	90.0
	39533	All other receipts	Q	Q	1 686 812	Q	2.9	X
51751		Cable and other program distribution	6 288	X	57 708 708	X	100.0	92.9
	32340	Television: Program rights	Q	Q	5 207	Q	Z	X
	32380	Multichannel programming distribution services (analog and digital) ..	Q	Q	44 404 466	Q	76.9	90.3
	32381	Basic programming package, including startup and reconnect fees ..	Q	Q	36 335 028	Q	63.0	X
	32382	Premium programming package	Q	Q	5 354 740	Q	9.3	X
	32383	Pay-per-view	Q	Q	2 714 698	Q	4.7	X
	32390	Air time - Program distribution networks: Advertising	Q	Q	3 200 248	Q	5.5	26.7
	32391	National and regional (net)	Q	Q	1 402 586	Q	2.4	X
	32392	Local (net)	Q	Q	1 797 662	Q	3.1	X
	32400	Cable and other program distribution: Related services	Q	Q	3 232 094	Q	5.6	54.9
	32401	Installation services, installing cable and/or outlets on customer's premise	Q	Q	425 243	Q	.7	X
	32402	Equipment rental	Q	Q	991 499	Q	1.7	X
	32403	Equipment sales, including decoders, satellite dishes, etc.	Q	Q	747 736	Q	1.3	X
	32404	Other related services	Q	Q	1 067 616	Q	1.9	X
	32410	Production and postproduction services - Television	Q	Q	1 183	Q	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	51 338	Q	.1	X
	32430	Basic fixed local telephony - Residential	Q	Q	499 360	Q	.9	X
	32440	Basic fixed local telephony - Business	Q	Q	20 674	Q	Z	X
	32450	Basic fixed local telephony - Public	Q	Q	244	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	12 815	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	41 329	Q	.1	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	18 973	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	347	Q	Z	X
	32520	Private network services	Q	Q	7 738	Q	Z	X
	32530	Data transmission services	Q	Q	1 910	Q	Z	X
	35550	Internet access services	Q	Q	4 519 707	Q	7.8	58.5
	35551	Narrowband	Q	Q	27 875	Q	Z	X
	35552	Broadband	Q	Q	4 491 832	Q	7.8	X
	39500	All other receipts	Q	Q	1 686 812	Q	2.9	90.0
	39533	All other receipts	Q	Q	1 686 812	Q	2.9	X
517510		Cable and other program distribution	6 288	X	57 708 708	X	100.0	92.9
	32340	Television: Program rights	Q	Q	5 207	Q	Z	X

See footnotes at end of table.

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
517		Telecommunications—Con.						
5175		Cable and other program distribution—Con.						
51751		Cable and other program distribution—Con.						
517510		Cable and other program distribution—Con.						
	32380	Multichannel programming distribution services (analog and digital)	Q	Q	44 404 466	Q	76.9	90.3
	32381	Basic programming package, including startup and reconnect fees . . .	Q	Q	36 335 028	Q	63.0	X
	32382	Premium programming package	Q	Q	5 354 740	Q	9.3	X
	32383	Pay-per-view	Q	Q	2 714 698	Q	4.7	X
	32390	Air time - Program distribution networks: Advertising	Q	Q	3 200 248	Q	5.5	26.7
	32391	National and regional (net)	Q	Q	1 402 586	Q	2.4	X
	32392	Local (net)	Q	Q	1 797 662	Q	3.1	X
	32400	Cable and other program distribution: Related services	Q	Q	3 232 094	Q	5.6	54.9
	32401	Installation services, installing cable and/or outlets on customer's premise	Q	Q	425 243	Q	.7	X
	32402	Equipment rental	Q	Q	991 499	Q	1.7	X
	32403	Equipment sales, including decoders, satellite dishes, etc.	Q	Q	747 736	Q	1.3	X
	32404	Other related services	Q	Q	1 067 616	Q	1.9	X
	32410	Production and postproduction services - Television	Q	Q	1 183	Q	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	51 338	Q	.1	X
	32430	Basic fixed local telephony - Residential	Q	Q	499 360	Q	.9	X
	32440	Basic fixed local telephony - Business	Q	Q	20 674	Z	Z	X
	32450	Basic fixed local telephony - Public	Q	Q	244	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	12 815	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	41 329	Q	.1	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	18 973	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	347	Q	Z	X
	32520	Private network services	Q	Q	7 738	Q	Z	X
	32530	Data transmission services	Q	Q	1 910	Q	Z	X
	35550	Internet access services	Q	Q	4 519 707	Q	7.8	58.5
	35551	Narrowband	Q	Q	27 875	Q	Z	X
	35552	Broadband	Q	Q	4 491 832	Q	7.8	X
	39500	All other receipts	Q	Q	1 686 812	Q	2.9	90.0
	39533	All other receipts	Q	Q	1 686 812	Q	2.9	X
5179		Other telecommunications	706	X	1 580 752	X	100.0	13.4
51791		Other telecommunications	706	X	1 580 752	X	100.0	13.4
517910		Other telecommunications	706	X	1 580 752	X	100.0	13.4
518		Internet service providers, web search portals, and data processing services	18 589	X	74 507 785	X	100.0	51.6
	31170	Sale or licensing of rights to content	76	518 826	70 761	13.6	.1	X
	32660	Collocation services	1 841	5 730 770	3 577 240	62.4	4.8	X
	32670	Video and audio streaming services	295	903 513	166 028	18.4	.2	X
	32680	Other information technology (IT) infrastructure provisioning services . .	290	946 510	678 479	71.7	.9	X
	32690	Information and document transformation services	1 899	6 359 078	2 935 786	46.2	3.9	X
	32700	Internet telecommunication services	268	1 134 753	723 870	63.8	1.0	X
	32710	Internet backbone services	540	2 185 200	1 816 401	83.1	2.4	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	595	10 922 944	2 842 182	26.0	3.8	X
	32730	Information search services on a contract or fee basis	98	1 911 120	355 366	18.6	.5	X
	32740	Newspaper clipping services	8	3 407	22	.6	Z	X
	35000	Information technology (IT) technical consulting services	2 400	6 647 002	1 759 422	26.5	2.4	X
	35050	Custom computer application design and development services	4 844	14 443 742	2 237 842	15.5	3.0	X
	35100	Computer network design and development services	1 454	3 558 638	589 257	16.6	.8	X
	35150	Computer systems design, development, and integration services	732	3 493 293	606 536	17.4	.8	X
	35200	Web site hosting services	4 564	11 833 185	3 180 567	26.9	4.3	X
	35250	Application service provisioning	2 737	9 909 140	5 644 769	57.0	7.6	X
	35300	Business process management services	3 871	17 662 229	12 753 701	72.2	17.1	X
	35350	Data storage services	727	3 892 125	1 043 552	26.8	1.4	X
	35400	Data management services	2 063	10 213 838	6 256 009	61.3	8.4	X
	35450	Information technology (IT) infrastructure (computer) and network management services	1 435	7 136 109	4 662 998	65.3	6.3	X
	35500	Information technology (IT) technical support services	3 857	13 972 833	4 427 723	31.7	5.9	X
	35550	Internet access services	4 528	18 908 763	13 957 549	73.8	18.7	X
	35700	Resale of computer hardware and software	2 741	9 437 749	1 120 241	11.9	1.5	X
	35750	Rental and leasing of computer hardware	127	1 663 097	60 197	3.6	.1	X
	35760	Information technology (IT) related training services	811	3 025 595	179 658	5.9	.2	X
	35770	Data analysis services	292	633 785	196 084	30.9	.2	X
	35780	Computer staff augmentation services	111	999 438	133 100	13.3	.2	X
	36030	Management consulting services	365	1 263 542	141 900	11.2	.2	X
	39000	Merchandise sales	863	11 137 390	701 121	6.3	.9	X
	39500	All other receipts	2 261	21 084 106	1 689 380	8.0	2.3	X
5181		Internet service providers and web search portals	4 820	X	21 418 640	X	100.0	70.3
	31170	Sale or licensing of rights to content	76	518 826	70 761	13.6	.3	X
	32660	Collocation services	1 192	1 216 270	89 674	7.4	.4	X
	32670	Video and audio streaming services	123	342 528	14 229	4.2	.1	X
	32700	Internet telecommunication services	205	813 044	700 031	86.1	3.3	X
	32710	Internet backbone services	540	2 185 200	1 816 401	83.1	8.5	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	595	10 922 944	2 842 182	26.0	13.3	X
	32730	Information search services on a contract or fee basis	98	1 911 120	355 366	18.6	1.7	X
	32740	Newspaper clipping services	8	3 407	22	.6	Z	X

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						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
518		Internet service providers, web search portals, and data processing services—Con.						
5181		Internet service providers and web search portals—Con.						
	35000	Information technology (IT) technical consulting services	691	664 517	30 740	4.6	.1	X
	35050	Custom computer application design and development services	1 424	1 184 185	75 698	6.4	.4	60.7
	35051	Web site design and development services	1 363	1 148 736	64 960	5.7	.3	X
	35052	Database design and development services	421	220 148	9 973	4.5	Z	X
	35053	Customization and integration of cross-industry application software	33	15 877	418	2.6	Z	X
	35054	Customization and integration of vertical market application software	37	29 315	347	1.2	Z	X
	35100	Computer network design and development services	681	386 972	24 141	6.2	.1	64.7
	35101	Computer network security design and development services	468	257 888	12 117	4.7	.1	X
	35102	Computer network design and development services, other than security	421	238 233	12 024	5.0	.1	X
	35200	Web site hosting services	2 481	6 080 127	396 853	6.5	1.9	38.9
	35201	Web site hosting services with integration of related applications	1 443	3 827 588	244 367	6.4	1.1	X
	35202	Web site hosting services without integration of related applications	1 455	3 839 349	152 486	4.0	.7	X
	35250	Application service provisioning	140	304 120	79 847	26.3	.4	63.3
	35251	Application service provisioning with integration services	104	284 241	77 761	27.4	.4	X
	35252	Application service provisioning without integration services	73	70 911	2 086	2.9	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	334	303 431	20 210	6.7	.1	X
	35500	Information technology (IT) technical support services	633	567 976	39 440	6.9	.2	67.6
	35501	Software-related technical support services	324	329 903	17 322	5.3	.1	X
	35502	Hardware-related technical support services	357	233 632	9 314	4.0	Z	X
	35503	Combined software and hardware technical support services	354	256 368	12 804	5.0	.1	X
	35550	Internet access services	4 132	17 432 234	13 798 487	79.2	64.4	67.9
	35551	Narrowband	3 298	15 729 024	9 691 046	61.6	45.2	X
	35552	Broadband	3 168	15 907 099	4 107 441	25.8	19.2	X
	35700	Resale of computer hardware and software	1 131	1 518 363	63 529	4.2	.3	X
	35760	Information technology (IT) related training services	95	53 131	2 045	3.8	Z	X
	39000	Merchandise sales	332	8 607 146	400 716	4.7	1.9	70.0
	39043	Sale of merchandise, excluding computer hardware and software	332	8 607 146	400 716	4.7	1.9	X
	39500	All other receipts	830	13 709 905	598 224	4.4	2.8	69.6
	39536	All other receipts	830	13 709 905	598 224	4.4	2.8	X
51811		Internet service providers and web search portals	4 820	X	21 418 640	X	100.0	70.3
	31170	Sale or licensing of rights to content	76	518 826	70 761	13.6	.3	X
	32660	Collocation services	1 185	1 216 270	89 674	7.4	.4	X
	32670	Video and audio streaming services	123	342 528	14 229	4.2	.1	X
	32700	Internet telecommunication services	205	813 044	700 031	86.1	3.3	X
	32710	Internet backbone services	540	2 185 200	1 816 401	83.1	8.5	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	595	10 922 944	2 842 182	26.0	13.3	X
	32730	Information search services on a contract or fee basis	98	1 911 120	355 366	18.6	1.7	X
	32740	Newspaper clipping services	8	3 407	22	.6	Z	X
	35000	Information technology (IT) technical consulting services	691	664 517	30 740	4.6	.1	X
	35050	Custom computer application design and development services	1 424	1 184 185	75 698	6.4	.4	60.7
	35051	Web site design and development services	1 363	1 148 736	64 960	5.7	.3	X
	35052	Database design and development services	421	220 148	9 973	4.5	Z	X
	35053	Customization and integration of cross-industry application software	33	15 877	418	2.6	Z	X
	35054	Customization and integration of vertical market application software	37	29 315	347	1.2	Z	X
	35100	Computer network design and development services	681	386 972	24 141	6.2	.1	64.7
	35101	Computer network security design and development services	468	257 888	12 117	4.7	.1	X
	35102	Computer network design and development services, other than security	421	238 233	12 024	5.0	.1	X
	35200	Web site hosting services	2 481	6 080 127	396 853	6.5	1.9	38.9
	35201	Web site hosting services with integration of related applications	1 443	3 827 588	244 367	6.4	1.1	X
	35202	Web site hosting services without integration of related applications	1 455	3 839 349	152 486	4.0	.7	X
	35250	Application service provisioning	140	304 120	79 847	26.3	.4	63.3
	35251	Application service provisioning with integration services	104	284 241	77 761	27.4	.4	X
	35252	Application service provisioning without integration services	73	70 911	2 086	2.9	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	334	303 431	20 210	6.7	.1	X
	35500	Information technology (IT) technical support services	633	567 976	39 440	6.9	.2	67.6
	35501	Software-related technical support services	324	329 903	17 322	5.3	.1	X
	35502	Hardware-related technical support services	357	233 632	9 314	4.0	Z	X
	35503	Combined software and hardware technical support services	354	256 368	12 804	5.0	.1	X
	35550	Internet access services	4 132	17 432 234	13 798 487	79.2	64.4	67.9
	35551	Narrowband	3 298	15 729 024	9 691 046	61.6	45.2	X
	35552	Broadband	3 168	15 907 099	4 107 441	25.8	19.2	X
	35700	Resale of computer hardware and software	1 131	1 518 363	63 529	4.2	.3	X
	35760	Information technology (IT) related training services	95	53 131	2 045	3.8	Z	X
	39000	Merchandise sales	332	8 607 146	400 716	4.7	1.9	70.0
	39043	Sale of merchandise, excluding computer hardware and software	332	8 607 146	400 716	4.7	1.9	X
	39500	All other receipts	830	13 709 905	598 224	4.4	2.8	69.6
	39536	All other receipts	830	13 709 905	598 224	4.4	2.8	X
518111		Internet service providers	4 370	X	18 710 967	X	100.0	71.5
	31170	Sale or licensing of rights to content	17	16 692	604	3.6	Z	X
	32660	Collocation services	1 185	1 209 115	87 886	7.3	.5	X
	32670	Video and audio streaming services	97	294 086	3 809	1.3	Z	X
	32700	Internet telecommunication services	205	813 044	700 031	86.1	3.7	X
	32710	Internet backbone services	540	2 185 200	1 816 401	83.1	9.7	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	168	8 232 719	1 093 670	13.3	5.8	X
	32730	Information search services on a contract or fee basis	18	11 767	2 906	24.7	Z	X
	32740	Newspaper clipping services	8	3 407	22	.6	Z	X
	35000	Information technology (IT) technical consulting services	675	571 182	27 093	4.7	.1	X

See footnotes at end of table.

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

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
518		Internet service providers, web search portals, and data processing services—Con.						
5181		Internet service providers and web search portals—Con.						
51811		Internet service providers and web search portals—Con.						
518111		Internet service providers—Con.						
	35050	Custom computer application design and development services	1 356	1 114 847	62 311	5.6	.3	62.1
	35051	Web site design and development services	1 301	1 081 039	52 391	4.8	.3	X
	35052	Database design and development services	405	217 489	9 155	4.2	Z	X
	35053	Customization and integration of cross-industry application software	33	15 877	418	2.6	Z	X
	35054	Customization and integration of vertical market application software	37	29 315	347	1.2	Z	X
	35100	Computer network design and development services	672	376 347	23 033	6.1	.1	65.6
	35101	Computer network security design and development services	459	247 263	11 009	4.5	.1	X
	35102	Computer network design and development services, other than security	421	238 233	12 024	5.0	.1	X
	35200	Web site hosting services	2 425	4 979 345	275 041	5.5	1.5	30.4
	35201	Web site hosting services with integration of related applications	1 387	2 726 806	166 357	6.1	.9	X
	35202	Web site hosting services without integration of related applications	1 446	2 774 956	108 684	3.9	.6	X
	35250	Application service provisioning	130	178 276	19 559	11.0	.1	64.3
	35251	Application service provisioning with integration services	94	158 397	17 473	11.0	.1	X
	35252	Application service provisioning without integration services	73	70 911	2 086	2.9	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	327	296 276	19 694	6.6	.1	X
	35500	Information technology (IT) technical support services	613	474 732	30 925	6.5	.2	68.1
	35501	Software-related technical support services	304	236 659	8 840	3.7	Z	X
	35502	Hardware-related technical support services	357	233 632	9 314	4.0	.1	X
	35503	Combined software and hardware technical support services	351	256 150	12 771	5.0	.1	X
	35550	Internet access services	4 112	16 266 274	13 732 769	84.4	73.4	68.9
	35551	Narrowband	3 283	14 563 101	9 626 174	66.1	51.4	X
	35552	Broadband	3 158	14 866 983	4 106 595	27.6	21.9	X
	35700	Resale of computer hardware and software	1 126	1 016 021	58 502	5.8	.3	X
	35760	Information technology (IT) related training services	95	53 131	2 045	3.8	Z	X
	39000	Merchandise sales	247	8 395 140	373 860	4.5	2.0	71.2
	39043	Sale of merchandise, excluding computer hardware and software	247	8 395 140	373 860	4.5	2.0	X
	39500	All other receipts	730	11 601 661	380 762	3.3	2.0	70.8
	39536	All other receipts	730	11 601 661	380 762	3.3	2.0	X
518112		Web search portals	450	X	2 707 673	X	100.0	61.7
	31170	Sale or licensing of rights to content	59	502 134	70 157	14.0	2.6	X
	32660	Collocation services	7	7 155	1 788	25.0	.1	X
	32670	Video and audio streaming services	26	48 442	10 420	21.5	.4	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	427	2 690 225	1 748 512	65.0	64.6	X
	32730	Information search services on a contract or fee basis	80	1 899 353	352 460	18.6	13.0	X
	35000	Information technology (IT) technical consulting services	16	93 335	3 647	3.9	.1	X
	35050	Custom computer application design and development services	68	69 338	13 387	19.3	.5	43.1
	35051	Web site design and development services	62	67 697	12 569	18.6	.5	X
	35052	Database design and development services	16	2 659	818	30.8	Z	X
	35100	Computer network design and development services	9	10 625	1 108	10.4	Z	61.7
	35101	Computer network security design and development services	9	10 625	1 108	10.4	Z	X
	35200	Web site hosting services	56	1 100 782	121 812	11.1	4.5	60.4
	35201	Web site hosting services with integration of related applications	56	1 100 782	78 010	7.1	2.9	X
	35202	Web site hosting services without integration of related applications	9	1 064 393	43 802	4.1	1.6	X
	35250	Application service provisioning	10	125 844	60 288	47.9	2.2	61.7
	35251	Application service provisioning with integration services	10	125 844	60 288	47.9	2.2	X
	35450	Information technology (IT) infrastructure (computer) and network management services	7	7 155	516	7.2	Z	X
	35500	Information technology (IT) technical support services	20	93 244	8 515	9.1	.3	61.7
	35501	Software-related technical support services	20	93 244	8 482	9.1	.3	X
	35550	Internet access services	20	1 165 960	65 718	5.6	2.4	61.7
	35551	Narrowband	15	1 165 923	64 872	5.6	2.4	X
	35552	Broadband	10	1 040 116	846	.1	Z	X
	39000	Merchandise sales	85	212 006	26 856	12.7	1.0	61.7
	39043	Sale of merchandise, excluding computer hardware and software	85	212 006	26 856	12.7	1.0	X
	39500	All other receipts	100	2 108 244	217 462	10.3	8.0	61.7
	39536	All other receipts	100	2 108 244	217 462	10.3	8.0	X
5182		Data processing, hosting, and related services	13 769	X	53 089 145	X	100.0	44.1
	32660	Collocation services	649	4 514 500	3 487 566	77.3	6.6	X
	32670	Video and audio streaming services	172	560 985	151 799	27.1	.3	X
	32680	Other information technology (IT) infrastructure provisioning services	290	946 510	678 479	71.7	1.3	X
	32690	Information and document transformation services	1 899	6 359 078	2 935 786	46.2	5.5	40.2
	32691	Imaging and other data capture services	1 231	3 753 128	1 738 574	46.3	3.3	X
	32692	Data conversion and migration services	970	3 177 958	1 190 180	37.5	2.2	X
	32700	Internet telecommunication services	63	321 709	23 839	7.4	Z	X
	35000	Information technology (IT) technical consulting services	1 709	5 982 485	1 728 682	28.9	3.3	X
	35050	Custom computer application design and development services	3 420	13 259 557	2 162 144	16.3	4.1	37.3
	35051	Web site design and development services	1 492	2 856 637	265 973	9.3	.5	X
	35052	Database design and development services	1 629	4 501 365	561 166	12.5	1.1	X
	35053	Customization and integration of cross-industry application software	533	2 759 617	311 752	11.3	.6	X
	35054	Customization and integration of vertical market application software	929	3 484 963	599 517	17.2	1.1	X
	35055	Other custom application design and development services	351	3 995 624	423 736	10.6	.8	X
	35100	Computer network design and development services	773	3 171 666	565 116	17.8	1.1	41.9
	35101	Computer network security design and development services	560	2 120 637	438 563	20.7	.8	X
	35102	Computer network design and development services, other than security	374	1 625 714	126 553	7.8	.2	X
	35150	Computer systems design, development, and integration services	732	3 493 293	606 536	17.4	1.1	32.1
	35153	Computer systems integration services	732	3 493 293	606 536	17.4	1.1	X

See footnotes at end of table.

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51		Information—Con.						
518		Internet service providers, web search portals, and data processing services—Con.						
5182		Data processing, hosting, and related services—Con.						
	35200	Web site hosting services	2 083	5 753 058	2 783 714	48.4	5.2	26.1
	35201	Web site hosting services with integration of related applications	1 610	4 705 391	2 129 250	45.3	4.0	X
	35202	Web site hosting services without integration of related applications	833	1 727 507	654 379	37.9	1.2	X
	35250	Application service provisioning	2 597	9 605 020	5 564 922	57.9	10.5	X
	35300	Business process management services	3 871	17 662 229	12 753 701	72.2	24.0	X
	35350	Data storage services	727	3 892 125	1 043 552	26.8	2.0	X
	35400	Data management services	2 063	10 213 838	6 256 009	61.3	11.8	X
	35450	Information technology (IT) infrastructure (computer) and network management services	1 101	6 832 678	4 642 788	68.0	8.7	X
	35500	Information technology (IT) technical support services	3 224	13 404 857	4 388 283	32.7	8.3	39.1
	35501	Software-related technical support services	2 050	8 406 416	2 231 417	26.5	4.2	X
	35502	Hardware-related technical support services	518	2 007 844	257 825	12.8	.5	X
	35503	Combined software and hardware technical support services	996	4 307 965	1 337 612	31.1	2.5	X
	35504	Auditing and assessing computer operations	109	649 043	29 091	4.3	.1	X
	35505	Data recovery services	125	251 881	168 385	66.9	.3	X
	35506	Disaster recovery services, business continuity services	163	1 438 095	33 763	2.3	.1	X
	35507	Other information technology (IT) technical support services	254	657 120	321 267	48.9	.6	X
	35550	Internet access services	396	1 476 529	159 062	10.8	.3	X
	35700	Resale of computer hardware and software	1 610	7 919 386	1 056 712	13.3	2.0	X
	35750	Rental and leasing of computer hardware	127	1 663 097	60 197	3.6	.1	X
	35760	Information technology (IT) related training services	716	2 972 464	177 613	6.0	.3	X
	35770	Data analysis services	292	633 785	196 084	30.9	.4	X
	35780	Computer staff augmentation services	111	999 438	133 100	13.3	.3	X
	36030	Management consulting services	365	1 263 542	141 900	11.2	.3	X
	39000	Merchandise sales	531	2 530 244	300 405	11.9	.6	X
	39500	All other receipts	1 431	7 374 201	1 091 156	14.8	2.1	X
51821		Data processing, hosting, and related services	13 769	X	53 089 145	X	100.0	44.1
	32660	Collocation services	649	4 514 500	3 487 566	77.3	6.6	X
	32670	Video and audio streaming services	172	560 985	151 799	27.1	.3	X
	32680	Other information technology (IT) infrastructure provisioning services	290	946 510	678 479	71.7	1.3	X
	32690	Information and document transformation services	1 899	6 359 078	2 935 786	46.2	5.5	40.2
	32691	Imaging and other data capture services	1 231	3 753 128	1 738 574	46.3	3.3	X
	32692	Data conversion and migration services	970	3 177 958	1 190 180	37.5	2.2	X
	32700	Internet telecommunication services	63	321 709	23 839	7.4	.7	X
	35000	Information technology (IT) technical consulting services	1 709	5 982 485	1 728 682	28.9	3.3	X
	35050	Custom computer application design and development services	3 420	13 259 557	2 162 144	16.3	4.1	37.3
	35051	Web site design and development services	1 492	2 856 637	265 973	9.3	.5	X
	35052	Database design and development services	1 629	4 501 365	561 166	12.5	1.1	X
	35053	Customization and integration of cross-industry application software	533	2 759 617	311 752	11.3	.6	X
	35054	Customization and integration of vertical market application software	929	3 484 963	599 517	17.2	1.1	X
	35055	Other custom application design and development services	351	3 995 624	423 736	10.6	.8	X
	35100	Computer network design and development services	773	3 171 666	565 116	17.8	1.1	41.9
	35101	Computer network security design and development services	560	2 120 637	438 563	20.7	.8	X
	35102	Computer network design and development services, other than security	374	1 625 714	126 553	7.8	.2	X
	35150	Computer systems design, development, and integration services	732	3 493 293	606 536	17.4	1.1	32.1
	35153	Computer systems integration services	732	3 493 293	606 536	17.4	1.1	X
	35200	Web site hosting services	2 083	5 753 058	2 783 714	48.4	5.2	26.1
	35201	Web site hosting services with integration of related applications	1 610	4 705 391	2 129 250	45.3	4.0	X
	35202	Web site hosting services without integration of related applications	833	1 727 507	654 379	37.9	1.2	X
	35250	Application service provisioning	2 597	9 605 020	5 564 922	57.9	10.5	X
	35300	Business process management services	3 871	17 662 229	12 753 701	72.2	24.0	X
	35350	Data storage services	727	3 892 125	1 043 552	26.8	2.0	X
	35400	Data management services	2 063	10 213 838	6 256 009	61.3	11.8	X
	35450	Information technology (IT) infrastructure (computer) and network management services	1 101	6 832 678	4 642 788	68.0	8.7	X
	35500	Information technology (IT) technical support services	3 224	13 404 857	4 388 283	32.7	8.3	39.1
	35501	Software-related technical support services	2 050	8 406 416	2 231 417	26.5	4.2	X
	35502	Hardware-related technical support services	518	2 007 844	257 825	12.8	.5	X
	35503	Combined software and hardware technical support services	996	4 307 965	1 337 612	31.1	2.5	X
	35504	Auditing and assessing computer operations	109	649 043	29 091	4.3	.1	X
	35505	Data recovery services	125	251 881	168 385	66.9	.3	X
	35506	Disaster recovery services, business continuity services	163	1 438 095	33 763	2.3	.1	X
	35507	Other information technology (IT) technical support services	254	657 120	321 267	48.9	.6	X
	35550	Internet access services	396	1 476 529	159 062	10.8	.3	X
	35700	Resale of computer hardware and software	1 610	7 919 386	1 056 712	13.3	2.0	X
	35750	Rental and leasing of computer hardware	127	1 663 097	60 197	3.6	.1	X
	35760	Information technology (IT) related training services	716	2 972 464	177 613	6.0	.3	X
	35770	Data analysis services	292	633 785	196 084	30.9	.4	X
	35780	Computer staff augmentation services	111	999 438	133 100	13.3	.3	X
	36030	Management consulting services	365	1 263 542	141 900	11.2	.3	X
	39000	Merchandise sales	531	2 530 244	300 405	11.9	.6	X
	39500	All other receipts	1 431	7 374 201	1 091 156	14.8	2.1	X
518210		Data processing, hosting, and related services	13 769	X	53 089 145	X	100.0	44.1
	32660	Collocation services	649	4 514 500	3 487 566	77.3	6.6	X
	32670	Video and audio streaming services	172	560 985	151 799	27.1	.3	X
	32680	Other information technology (IT) infrastructure provisioning services	290	946 510	678 479	71.7	1.3	X
	32690	Information and document transformation services	1 899	6 359 078	2 935 786	46.2	5.5	40.2
	32691	Imaging and other data capture services	1 231	3 753 128	1 738 574	46.3	3.3	X
	32692	Data conversion and migration services	970	3 177 958	1 190 180	37.5	2.2	X
	32700	Internet telecommunication services	63	321 709	23 839	7.4	.7	X
	35000	Information technology (IT) technical consulting services	1 709	5 982 485	1 728 682	28.9	3.3	X

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
51		Information—Con.						
518		Internet service providers, web search portals, and data processing services—Con.						
5182		Data processing, hosting, and related services—Con.						
51821		Data processing, hosting, and related services—Con.						
518210		Data processing, hosting, and related services—Con.						
	35050	Custom computer application design and development services	3 420	13 259 557	2 162 144	16.3	4.1	37.3
	35051	Web site design and development services	1 492	2 856 637	265 973	9.3	.5	X
	35052	Database design and development services	1 629	4 501 365	561 166	12.5	1.1	X
	35053	Customization and integration of cross-industry application software	533	2 759 617	311 752	11.3	.6	X
	35054	Customization and integration of vertical market application software	929	3 484 963	599 517	17.2	1.1	X
	35055	Other custom application design and development services	351	3 995 624	423 736	10.6	.8	X
	35100	Computer network design and development services	773	3 171 666	565 116	17.8	1.1	41.9
	35101	Computer network security design and development services	560	2 120 637	438 563	20.7	.8	X
	35102	Computer network design and development services, other than security	374	1 625 714	126 553	7.8	.2	X
	35150	Computer systems design, development, and integration services	732	3 493 293	606 536	17.4	1.1	32.1
	35153	Computer systems integration services	732	3 493 293	606 536	17.4	1.1	X
	35200	Web site hosting services	2 083	5 753 058	2 783 714	48.4	5.2	26.1
	35201	Web site hosting services with integration of related applications	1 610	4 705 391	2 129 250	45.3	4.0	X
	35202	Web site hosting services without integration of related applications	833	1 727 507	654 379	37.9	1.2	X
	35250	Application process provisioning	2 597	9 605 020	5 564 922	57.9	10.5	X
	35300	Business process management services	3 871	17 662 229	12 753 701	72.2	24.0	X
	35350	Data storage services	727	3 892 125	1 043 552	26.8	2.0	X
	35400	Data management services	2 063	10 213 838	6 256 009	61.3	11.8	X
	35450	Information technology (IT) infrastructure (computer) and network management services	1 101	6 832 678	4 642 788	68.0	8.7	X
	35500	Information technology (IT) technical support services	3 224	13 404 857	4 388 283	32.7	8.3	39.1
	35501	Software-related technical support services	2 050	8 406 416	2 231 417	26.5	4.2	X
	35502	Hardware-related technical support services	518	2 007 844	257 825	12.8	.5	X
	35503	Combined software and hardware technical support services	996	4 307 965	1 337 612	31.1	2.5	X
	35504	Auditing and assessing computer operations	109	649 043	29 091	4.3	.1	X
	35505	Data recovery services	125	251 881	168 385	66.9	.3	X
	35506	Disaster recovery services, business continuity services	163	1 438 095	33 763	2.3	.1	X
	35507	Other information technology (IT) technical support services	254	657 120	321 267	48.9	.6	X
	35550	Internet access services	396	1 476 529	159 062	10.8	.3	X
	35700	Resale of computer hardware and software	1 610	7 919 386	1 056 712	13.3	2.0	X
	35750	Rental and leasing of computer hardware	127	1 663 097	60 197	3.6	.1	X
	35760	Information technology (IT) related training services	716	2 972 464	177 613	6.0	.3	X
	35770	Data analysis services	292	633 785	196 084	30.9	.4	X
	35780	Computer staff augmentation services	111	999 438	133 100	13.3	.3	X
	36030	Management consulting services	365	1 263 542	141 900	11.2	.3	X
	39000	Merchandise sales	531	2 530 244	300 405	11.9	.6	X
	39500	All other receipts	1 431	7 374 201	1 091 156	14.8	2.1	X
519		Other information services	3 472	X	4 901 305	X	100.0	58.2
	31170	Sale or licensing of rights to content	27	86 853	80 445	92.6	1.6	X
	32730	Information search services on a contract or fee basis	96	636 729	515 644	81.0	10.5	X
	32740	Newspaper clipping services	77	414 709	378 477	91.3	7.7	X
	32750	Contributions, gifts, and grants	2 594	1 578 583	1 315 742	83.4	26.8	X
	32760	Sales of books and other educational materials	736	689 707	24 091	3.5	.5	X
	32770	Fees and dues from providing access to library or archive collections, including overdue fees	1 535	1 228 747	119 882	9.8	2.4	X
	32780	Fees from supplying information, including news reports, articles, pictures, and other features to the news media	598	1 908 573	1 719 230	90.1	35.1	X
	32790	Stock photo services	300	1 238 329	463 585	37.4	9.5	X
	32800	Fees from educational workshops and seminars	302	424 278	9 923	2.3	.2	X
	35050	Custom computer application design and development services	7	13 835	10 956	79.2	.2	X
	39000	Merchandise sales	259	252 444	18 148	7.2	.4	X
	39500	All other receipts	1 370	1 762 679	230 051	13.1	4.7	X
5191		Other information services	3 472	X	4 901 305	X	100.0	58.2
	31170	Sale or licensing of rights to content	27	86 853	80 445	92.6	1.6	X
	32730	Information search services on a contract or fee basis	96	636 729	515 644	81.0	10.5	X
	32740	Newspaper clipping services	77	414 709	378 477	91.3	7.7	X
	32750	Contributions, gifts, and grants	2 594	1 578 583	1 315 742	83.4	26.8	46.0
	32751	Federal, state, and local government	2 279	1 347 079	1 013 755	75.3	20.7	X
	32752	Private, including individuals, community efforts, and commissioned fundraisers	2 177	1 276 772	301 987	23.7	6.2	X
	32760	Sales of books and other educational materials	736	689 707	24 091	3.5	.5	X
	32770	Fees and dues from providing access to library or archive collections, including overdue fees	1 535	1 228 747	119 882	9.8	2.4	X
	32780	Fees from supplying information, including news reports, articles, pictures, and other features to the news media	598	1 908 573	1 719 230	90.1	35.1	X
	32790	Stock photo services	300	1 238 329	463 585	37.4	9.5	X
	32800	Fees from educational workshops and seminars	302	424 278	9 923	2.3	.2	X
	35050	Custom computer application design and development services	7	13 835	10 956	79.2	.2	33.9
	35051	Web site design and development services	7	13 835	10 956	79.2	.2	X
	39000	Merchandise sales	259	252 444	18 148	7.2	.4	58.2
	39044	Sales of merchandise, excluding books and other educational materials	254	251 928	17 864	7.1	.4	X
	39500	All other receipts	1 370	1 762 679	230 051	13.1	4.7	58.1
	39536	All other receipts	19	35 710	6 931	19.4	.1	X
	39537	All other receipts	1 351	1 726 969	223 120	12.9	4.6	X

See footnotes at end of table.

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

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

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

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

²Receipts of establishments reporting product line receipts as percent of total receipts.

³Other media, including CD-ROM, diskette, audio cassette, and microform.

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

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

Appendix A.

Explanation of Terms

ESTABLISHMENTS

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

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

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

RECEIPTS

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

Not applicable for this report.

Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

