

Accommodation, Food Services, and Other Services

This section presents statistics relating to services other than those covered in the previous few sections (22 to 26) on domestic trade, transportation, communications, financial services, and recreation services. Data shown for the services are classified by kind of business and cover sales or receipts, establishments, employees, payrolls, and other items. The principal sources of these data are from the Census Bureau and include the *1997 Economic Census* reports, annual surveys, and the *County Business Patterns* program. These data are supplemented by data from several sources such as the National Restaurant Association on food and drink sales (Table 1271), the American Hotel & Motel Association on lodging (Table 1269), and McCann-Erickson, Inc. and Publishers Information Bureau on advertising (Tables 1274 and 1275, respectively).

Data on these services also appear in several other sections. For instance, labor force employment and earnings data appear in Section 12, Labor Force; gross domestic product of the industry (Table 660) appear in Section 13, Income, Expenditures, and Wealth; and financial data (several tables) from the quarterly *Statistics of Income Bulletin*, published by the Internal Revenue Service, appear in Section 15, Business Enterprise.

Censuses—Limited coverage of the services industries started in 1933. Beginning with the 1967 census, legislation provides for a census of each area to be conducted every 5 years (for years ending in “2” and “7”). For more information on the most current census, see the *History of the 1997 Economic Census* found at <<http://www.census.gov/prod/ec97/pol00-hec.pdf>>. The industries covered in the censuses and surveys of business are those classified in 13 sectors defined in the *North American Industry Classification System*, called NAICS (see below). All Census Bureau tables in this section are utilizing the new NAICS codes, which

replaced the Standard Industrial Classification (SIC) system. NAICS makes substantial structural improvements and identifies over 350 new industries. At the same time, it causes breaks in time series far more profound than any prior revision of the previously used SIC system. For information on this system and how it affects the comparability of statistics historically, see text, Section 15, Business Enterprise, and especially the Census Web site at <<http://www.census.gov/epcd/www/naics.html>>.

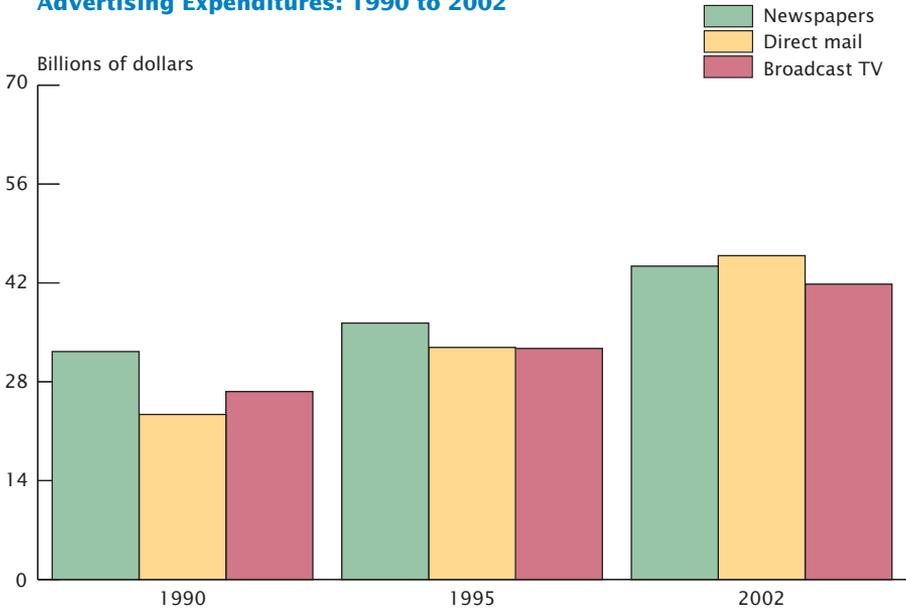
The *Accommodation and Food Services sector* (NAICS sector 72) comprises establishments providing customers with lodging and/or prepared meals, snacks, and beverages for immediate consumption. The *Other Services (Except Public Administration) sector* (NAICS sector 81) covers establishments with payroll engaged in providing services not specifically provided for elsewhere in the NAICS. Establishments in this sector are primarily engaged in activities such as repair and maintenance of equipment and machinery, personal and laundry services, and religious, grantmaking, civic, professional, and similar organizations. Establishments providing death care services, pet care services, photofinishing services, temporary parking services, and dating services are also included. Private households that employ workers on or about the premises in activities primarily concerned with the operation of the household are included in this sector but are not included in the scope of the census. In general, the 1997 Economic Census has two series of publications and documents for these two sectors: 1) subject series with reports on such as commodity line sales and establishment and firm sizes and 2) geographic reports with individual reports for each state. For information on these series, see the Census Web site at <<http://www.census.gov/epcd/www/97EC72.htm>> and <<http://www.census.gov/epcd/www/97EC81.htm>>.

Current surveys—The Service Annual Survey provides annual estimates of nationwide receipts for selected personal, business, leasing and repair, amusement and entertainment, social and health, and other professional service industries in the United States. For selected accommodation, social, health, and other professional service industries, separate estimates are developed for receipts of taxable firms and revenue and expenses for firms and organizations exempt from federal income taxes. Several service sectors from this survey are covered in other sections of this publication. The estimates for tax exempt firms in these industries

are derived from a sample of employer firms only. Estimates obtained from annual and monthly surveys are based on sample data and are not expected to agree exactly with results that would be obtained from a complete census of all establishments. Data include estimates for sampling units not reporting.

Statistical reliability—For a discussion of statistical collection and estimation, sampling procedures, and measures of statistical reliability applicable to Census Bureau data, see Appendix III.

Figure 27.1
Advertising Expenditures: 1990 to 2002



Source: Chart prepared by U.S. Census Bureau. For data, see Table 1274.

No. 1265. Service-Related Industries—Establishments, Employees, and Payroll by Industry: 2000 and 2001

[7,070 represents 7,070,000. Covers establishments with payroll. Employees are for the week including March 12. Excludes most government employees, railroad employees, and self-employed persons. Kind-of-business classification based on North American Industry Classification System, 1997 (NAICS); see text, Section 15. For statement on methodology, see Appendix III]

Kind of business	NAICS code	Establishments (1,000)		Employees (1,000) ¹		Payroll (bil. dol.)	
		2000	2001	2000	2001	2000	2001
All industries, total	(X)	7,070	7,095	114,065	115,061	3,879	3,989
Service-related industries, total	(X)	3,842	4,386	61,662	62,887	1,740	2,032
Transportation & warehousing	48-49	190	191	3,790	3,751	126	130
Air transportation	481	5	5	616	609	27	29
Water transportation	483	2	2	68	70	3	3
Truck transportation	484	110	110	1,416	1,398	46	46
Transit & ground passenger transportation	485	16	16	387	392	7	8
Pipeline transportation	486	3	3	53	51	4	4
Scenic & sightseeing transportation	487	2	2	24	23	1	557
Transportation support activities	488	31	32	472	485	17	17
Couriers & messengers	492	12	13	619	578	17	18
Warehousing & storage	493	7	7	136	145	4	4
Information	51	134	137	3,546	3,755	209	207
Publishing industries	511	33	32	1,081	1,101	75	69
Motion picture & sound recording industries	512	23	23	304	297	12	12
Broadcasting & telecommunications	513	55	60	1,632	1,777	89	94
Information & data processing services	514	23	23	529	580	34	32
Real estate & rental & leasing	53	300	307	1,942	2,014	59	64
Real estate	531	235	241	1,280	1,335	40	44
Rental & leasing services	532	63	64	636	653	17	18
Lessors of other nonfinancial intangible asset	533	2	2	26	26	2	2
Professional, scientific, & technical services	54	723	736	6,816	7,157	362	374
Professional, scientific, & technical services	541	723	736	6,816	7,157	362	374
Legal services	5411	177	177	1,089	1,110	62	67
Accounting/tax prep/bookkeep/payroll services	5412	100	102	1,164	1,191	38	38
Architectural, engineering & related services	5413	102	104	1,213	1,286	65	69
Specialized design services	5414	28	29	140	148	6	6
Computer systems design & related services	5415	100	101	1,171	1,255	85	85
Management, sci. & tech. consulting services	5416	97	108	712	806	44	47
Scientific R&D services	5417	14	14	359	387	25	25
Advertising & related services	5418	40	39	472	464	23	22
Other professional/scientific/technical services	5419	65	64	496	509	14	15
Management of companies & enterprises	55	47	48	2,874	2,879	211	213
Admin/support waste mgmt/remediation services	56	352	363	9,138	9,062	210	221
Administrative & support services ²	561	336	346	8,847	8,761	200	210
Employment services	5613	42	45	4,573	4,364	98	101
Temporary help services	56132	28	30	3,013	2,676	59	57
Business support services	5614	35	34	702	711	17	18
Travel arrangement & reservation services	5615	33	32	308	313	10	10
Waste management & remediation services	562	16	17	291	301	11	11
Educational services	61	68	71	2,532	2,612	62	67
Health care & social assistance	62	659	671	14,109	14,535	431	466
Ambulatory health care services	621	459	467	4,566	4,737	180	195
Hospitals	622	7	7	5,015	5,085	170	181
Nursing & residential care facilities	623	63	65	2,592	2,671	50	55
Social assistance	624	129	132	1,936	2,042	31	35
Arts, entertainment, & recreation	71	104	106	1,741	1,780	43	46
Perform arts, spectator sports, and related ind ²	711	34	35	352	362	19	20
Performing arts companies	7111	9	9	126	128	3	3
Spectator sports	7112	4	5	100	104	9	10
Museums, historical sites, & like institutions	712	6	6	110	114	3	3
Amusement, gambling, & recreation industries ²	713	64	65	1,279	1,305	22	23
Gambling industries	7132	2	2	203	216	5	5
Accommodation & food services	72	542	549	9,881	9,972	126	129
Accommodation ²	721	60	60	1,768	1,753	35	34
Traveler accommodation	7211	50	50	1,714	1,698	34	33
RV parks & recreational camps	7212	7	7	38	39	1	901
Food services & drinking places	722	483	488	8,113	8,220	91	95
Full-service restaurants	7221	192	193	3,897	3,963	47	49
Limited-service eating places	7222	211	216	3,385	3,407	33	35
Special food services	7223	29	29	502	514	7	8
Drinking places (alcoholic beverages)	7224	51	50	329	335	3	3
Other services (except public administration)	81	723	719	5,293	5,370	110	115
Repair & maintenance ²	811	233	231	1,334	1,343	37	38
Automotive R&M	8111	164	164	856	871	21	21
Electronic & precision equipment R&M	8112	15	15	144	141	7	6
Personal and laundry services	812	199	197	1,293	1,312	23	24
Religious/grantmaking/prof/like organizations	813	291	292	2,666	2,716	50	53

X Not applicable. ¹ Includes employees on the payroll for the pay period including March 12. ² Includes other kinds of business not shown separately.

Source: U.S. Census Bureau, *County Business Patterns*, annual. See also <<http://www.census.gov/epcd/cbp/view/cbpview.html>>.

No. 1266. Service-Related Industries—Establishments, Employees, and Annual Payroll by State: 2001

[374,709,080 represents 374,409,080,000. Covers establishments with payroll. Employees are for the week including March 12. Excludes most government employees, railroad employees, and self-employed persons. Kind-of-business classification based on North American Industry Classification System, 1997 (NAICS); see text, Section 15. For statement on methodology, see Appendix III]

State	Professional, scientific, & technical services (NAICS 54)			Admin/support waste mgmt/remediation services (NAICS 56)			Accommodation and food services (NAICS 72)		
	Estab-lishments	Em-ploy-ees ¹	Annual payroll (1,000 dol.)	Estab-lishments	Em-ploy-ees ¹	Annual payroll (1,000 dol.)	Estab-lishments	Em-ploy-ees ¹	Annual payroll (1,000 dol.)
United States . . .	736,454	7,156,579	374,409,080	362,665	9,061,987	221,385,956	548,569	9,972,301	128,649,922
Alabama	8,375	76,061	3,334,028	4,089	123,738	2,454,774	6,870	127,776	1,304,633
Alaska	1,651	11,404	588,333	965	11,258	365,467	1,793	21,926	402,301
Arizona	12,785	117,366	4,729,182	7,141	189,748	1,355,469	9,429	205,693	2,540,445
Arkansas	4,872	31,999	1,082,341	2,274	63,007	1,053,946	4,464	76,932	748,623
California	96,210	1,177,669	65,613,606	42,499	1,108,895	29,507,772	64,337	1,137,789	16,119,057
Colorado	18,201	149,387	8,198,312	7,579	185,708	5,237,450	10,311	206,313	2,673,618
Connecticut	10,174	95,724	5,900,336	5,598	104,122	2,869,296	6,755	95,378	1,437,101
Delaware	2,223	19,564	1,114,496	1,225	30,194	713,008	1,608	27,263	378,750
District of Columbia	4,249	80,331	6,334,238	1,094	31,489	963,847	1,692	44,054	913,132
Florida	52,752	371,157	17,142,317	28,023	1,043,426	24,169,798	28,978	613,432	8,065,587
Georgia	22,446	205,699	10,806,397	10,880	334,934	8,538,482	15,047	303,213	3,631,958
Hawaii	2,838	19,500	852,402	1,751	34,208	751,384	3,036	85,949	1,648,747
Idaho	3,074	29,655	1,112,024	1,718	30,140	580,241	2,888	44,741	444,164
Illinois	35,518	353,262	20,607,684	16,192	476,766	11,507,622	23,573	416,554	5,245,707
Indiana	11,462	91,045	3,421,507	6,928	146,328	3,170,650	11,577	221,665	2,349,436
Iowa	5,601	38,349	1,314,886	3,341	62,223	1,231,595	6,436	102,977	1,003,054
Kansas	6,492	52,362	2,152,937	3,421	65,681	1,416,480	5,551	96,466	960,196
Kentucky	7,271	56,400	1,930,604	3,702	74,841	1,398,158	6,609	137,195	1,518,009
Louisiana	10,280	79,445	3,005,486	4,351	105,432	2,135,350	7,294	164,550	1,981,242
Maine	3,160	22,612	900,725	1,793	27,438	620,884	3,624	44,004	606,124
Maryland	17,030	207,526	11,103,513	7,527	165,733	4,190,891	9,099	168,647	2,225,229
Massachusetts	21,182	257,577	17,195,835	9,561	211,977	6,559,907	14,578	236,346	3,610,981
Michigan	21,522	212,598	10,174,034	12,274	298,865	7,868,602	18,793	329,888	3,547,178
Minnesota	15,077	123,646	6,395,833	6,994	145,826	3,595,188	9,947	194,845	2,470,743
Mississippi	4,180	28,387	1,012,486	2,163	48,137	790,952	4,127	98,228	1,233,085
Missouri	12,273	121,844	5,768,099	6,817	151,422	3,367,258	10,927	210,613	2,400,977
Montana	2,707	16,191	500,952	1,289	12,340	211,374	3,148	39,599	398,472
Nebraska	3,719	35,738	1,471,557	2,427	51,261	1,166,660	3,918	61,095	590,672
Nevada	5,858	42,395	1,948,112	3,316	67,938	1,718,061	3,982	267,436	6,161,122
New Hampshire	3,779	26,701	1,338,803	1,948	41,320	1,079,180	3,062	47,926	656,091
New Jersey	30,489	282,874	16,720,205	13,535	312,917	8,089,023	16,725	253,626	4,388,690
New Mexico	4,217	30,545	1,259,843	1,837	35,462	776,046	3,641	69,852	767,717
New York	53,393	554,444	34,403,364	23,188	493,679	14,524,839	38,526	511,955	8,243,386
North Carolina	18,150	158,447	7,072,529	10,571	233,720	4,858,832	15,234	281,651	3,155,774
North Dakota	1,271	9,200	279,339	787	10,912	217,052	1,723	26,361	241,049
Ohio	23,921	236,447	10,357,324	13,931	340,181	7,034,161	22,352	416,681	4,385,546
Oklahoma	8,074	53,702	2,084,032	3,870	90,510	1,767,527	6,444	109,271	1,102,456
Oregon	9,694	69,510	3,096,272	4,653	81,322	1,813,015	8,408	126,746	1,559,433
Pennsylvania	27,210	302,487	16,003,065	14,071	294,291	6,933,411	24,144	367,312	4,237,861
Rhode Island	2,795	19,490	834,791	1,678	27,119	678,086	2,604	36,976	483,796
South Carolina	8,039	65,784	2,709,892	4,862	138,534	2,691,051	7,887	154,358	1,751,199
South Dakota	1,526	8,108	252,229	881	10,393	171,126	2,213	31,020	303,361
Tennessee	9,954	96,986	3,997,260	6,302	180,803	3,940,517	9,736	198,727	2,306,052
Texas	49,728	479,969	25,726,093	23,388	775,682	20,496,765	35,508	717,945	8,765,822
Utah	5,731	58,516	2,297,077	2,970	78,145	1,656,982	4,028	81,135	863,074
Vermont	1,957	11,533	463,806	910	8,246	189,987	1,865	28,533	350,726
Virginia	21,733	305,927	17,790,511	9,507	226,279	5,484,917	12,900	251,664	3,087,098
Washington	16,331	141,642	7,309,247	8,153	125,282	3,561,751	13,258	203,038	2,682,071
West Virginia	2,893	20,679	629,289	1,428	29,927	580,063	3,231	52,958	557,600
Wisconsin	10,848	92,118	3,863,327	6,521	117,893	2,442,282	12,958	199,482	1,969,379
Wyoming	1,539	6,577	208,520	742	6,295	108,997	1,731	24,517	282,198

¹Includes employees on the payroll for the pay period including March 12.

Source: U.S. Census Bureau, *County Business Patterns*, annual. See also <<http://www.census.gov/epcd/cbp/view/cbpview.html>>.

No. 1267. Service-Related Industries—Nonemployer Establishments and Receipts by Kind of Business: 1998 to 2000

[2,415 represents 2,415,000. Includes only firms subject to federal income tax. Nonemployers are businesses with no paid employees. Based on the North American Industry Classification System, 1997 (NAICS), see text, Section 15]

Kind of business	NAICS code	Establishments (1,000)			Receipts (mil. dol.)		
		1998	1999	2000	1998	1999	2000
Professional, scientific & technical services	54	2,415	2,388	2,420	83,081	85,443	90,272
Management, sci. & tech. consulting services	5416	427	392	383	16,367	16,350	17,123
Admin/support waste mgmt/remediation services	56	925	990	1,032	19,237	21,777	23,754
Administrative & support services	561	908	974	1,017	18,407	20,919	22,858
Accommodation & food services	72	198	210	218	11,757	12,594	13,418
Accommodation	721	48	50	51	3,142	3,310	3,528
Food services & drinking places	722	151	160	167	8,615	9,284	9,890
Other services (except public administration) ¹	81	2,209	2,293	2,350	48,438	51,876	55,056
Repair & maintenance ¹	811	599	619	624	19,044	20,245	21,139
Automotive R&M	8111	266	265	263	10,634	11,091	11,492
Personal & household goods R&M	8114	239	257	264	5,261	5,775	6,109
Personal & laundry services	812	1,451	1,512	1,562	27,037	29,226	31,459
Personal care services	8121	549	574	598	9,726	10,670	11,631

¹ Includes other kinds of business not shown separately.

Source: U.S. Census Bureau, "Nonemployer Statistics"; published August 2003; <<http://www.census.gov/epcd/nonemployer/>>.

No. 1268. Selected Service Industries—E-Commerce Revenue: 2000 and 2001

[37,312 represents \$37,312,000,000. Includes data only for businesses with paid employees, except for accommodation and food services, which also includes businesses with and without paid employees. Except as noted, based on the Service Annual Survey.

Kind of business	NAICS code ¹	E-commerce revenue (mil. dol.)		E-commerce as percent of total revenue, 2001	E-commerce revenue, percent distribution, 2001
		2000	2001		
Selected service industries, total	(X)	37,312	37,261	0.8	100
Selected transportation and warehousing ²	48-49	3,691	3,930	1.7	10.5
Information ³	51	9,305	10,438	1.2	28
Publishing industries	511	4,748	4,941	2.1	13.3
Online information services	51419	1,997	1,850	5.7	5
Selected finance ⁴	52	5,976	3,754	1.3	10.1
Securities and commodity contracts intermediation and brokerage	5231	5,664	3,570	1.8	9.6
Rental and leasing services	532	(S)	(S)	(S)	(S)
Selected professional, scientific, and technical services ⁵	54	5,550	5,309	0.6	14.2
Computer systems design and related services	5415	3,541	3,609	2.1	9.7
Selected administrative and support and waste management and remediation services ⁶	56	9,680	9,599	2.3	25.8
Health care and social assistance services	62	(S)	(S)	(S)	(S)
Arts, entertainment, and recreation services	71	(S)	(S)	(S)	(S)
Accommodation and food services ⁷	72	(S)	(S)	(S)	(S)
Selected other services ⁸	81	554	656	0.2	1.8

¹ S Data do not meet publication standards because of high sampling variability or poor response quality. X Not applicable. ² North American Industry Classification System; see text Section 15. ³ Excludes NAICS 481 (air transportation), 482 (rail transportation), 483 (water transportation), 485 (transit and ground passenger transportation), 487 (scenic and sightseeing transportation), 488 (support activities for transportation) and 491 (postal service). ⁴ Includes other industries not listed separately. ⁵ Excludes NAICS 521 (monetary authorities-central bank), 522 (credit intermediation and related activities), 5232 (securities and commodity exchanges), NAICS 52391 (miscellaneous intermediation), 52399 (all other financial investment activities), 524 (insurance carriers and related activities), and 525 (funds and trusts). ⁶ Excludes NAICS 54112 (offices of notaries) and 54132 (landscape architectural services). ⁷ Excludes NAICS 56173 (landscaping services). ⁸ Based on Annual Retail Trade Survey. ⁹ Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations) and 814 (private households).

Source: U.S. Census Bureau, "E-Stats"; published 19 March 2003; <<http://www.census.gov/eos/www/ebusiness614.htm>>.

No. 1269. Lodging Industry Summary: 1990 to 2001

Year	Average occupancy rate (percent)	Average room rate (dol.)	Room size of property	2001		Item	2001				
				Establishments	Rooms (mil.)		Business traveler	Leisure traveler			
1990	63.3	57.96	Total	41,393	4.2	Typical night:					
1993	63.6	60.53	Percent:			Made reservations (percent)	92	83			
1994	65.2	62.86				Under 75 rooms	52.1	22.8	Amount paid	\$95.00	\$87.00
1995	65.5	66.65				75-149 rooms	33.4	35.3	Length of stay (percent):		
1996	65.2	70.93				150-299 rooms	10.6	21.0	One night	42	47
1997	64.5	75.31				300-500 rooms	2.6	9.7	Two nights	25	27
1998	64.0	78.62				Over 500 rooms	1.2	11.2	Three or more	33	26
1999	63.2	81.33									
2000	63.7	85.89									
2001	60.3	88.27									

Source: American Hotel & Motel Association, Washington, DC, *Lodging Industry Profile* (copyright).

No. 1270. Accommodation and Food Services—Establishments, Employees, and Payroll by Kind of Business: 2000 and 2001

[9,880.9 represents 9,880,900. Covers establishments with payroll. Employees are for the week including March 12. Excludes most government employees, railroad employees, and self-employed persons. Kind-of-business classification based on North American Industry Classification System, 1997 (NAICS); see text, Section 15. For statement on methodology, see Appendix III]

Kind of business	NAICS code	Establishments (number)		Employees (1,000)		Payroll (mil. dol.)	
		2000	2001	2000	2001	2000	2001
Accommodation & food services, total	72	542,411	548,569	9,880.9	9,972.3	125,582	128,650
Accommodation	721	59,851	60,196	1,767.8	1,752.8	34,708	34,096
Traveler accommodation	7211	49,736	50,206	1,714.1	1,698.2	33,661	32,986
Hotels (exc. casino hotels) & motels	72111	45,554	45,972	1,378.8	1,377.2	25,181	24,807
Casino hotels	72112	288	304	311.6	296.8	8,143	7,837
Other traveler accommodation	72119	3,894	3,930	23.7	24.3	337	342
Bed & breakfast inns	721191	2,999	3,042	19.0	19.7	254	265
All other traveler accommodation	721199	895	888	4.6	4.7	83	77
RV parks & recreational camps	7212	6,975	7,000	38.1	38.8	843	901
RV parks & campgrounds	721211	3,691	3,750	17.7	17.8	334	351
Recreational/vacation camps (exc. campgrounds)	721214	3,284	3,250	20.4	21.0	509	550
Rooming & boarding houses	7213	3,140	2,990	15.6	15.6	204	209
Food services & drinking places	722	482,560	488,373	8,113.1	8,219.5	90,874	94,554
Full-service restaurants	7221	192,342	193,262	3,897.1	3,963.3	46,707	48,702
Limited-service eating places	7222	210,895	215,793	3,385.5	3,407.3	33,454	34,789
Limited-service restaurants	722211	170,565	173,753	2,967.9	2,997.2	28,852	30,134
Cafeterias	722212	4,139	4,464	69.9	69.5	875	890
Snack & nonalcoholic beverage bars	722213	36,131	37,576	347.7	340.6	3,728	3,765
Special food services	7223	28,745	29,345	501.9	513.8	7,367	7,576
Food service contractors	72231	16,894	17,330	377.5	384.6	5,632	5,771
Caterers	72232	8,714	9,058	108.6	113.5	1,470	1,543
Mobile food services	72233	3,137	2,957	15.8	15.7	265	262
Drinking places (alcoholic beverages)	7224	50,578	49,973	328.6	335.2	3,345	3,486

Source: U.S. Census Bureau, *County Business Patterns*, annual. See also <<http://www.census.gov/epcd/cbp/view/cbpview.html>>.

No. 1271. Commercial and Noncommercial Groups—Food and Drink Establishments and Sales: 1990 to 2003

[Sales in millions of dollars (238,149 represents \$238,149,000,000). Excludes military. Data refer to sales to consumers of food and alcoholic beverages. Sales are estimated. For details, see source]

Type of group	Establishments, 2000	Sales (mil. dol.)						
		1990	1995	1999	2000	2001	2002	2003 ¹
Total	868,581	238,149	294,631	358,017	377,652	391,083	406,334	424,554
Commercial restaurant services ^{2 3}	685,932	211,606	265,910	326,567	345,345	358,212	373,632	391,477
Eating places ²	444,830	155,552	198,293	245,786	259,743	271,324	283,594	297,004
Full-service restaurants	205,838	77,811	96,396	125,430	133,834	140,393	146,149	153,164
Limited-service restaurants ⁴	183,223	69,798	92,901	103,026	107,147	111,112	116,113	120,874
Snack and nonalcoholic beverage bars	45,179	(⁵)	(⁵)	11,548	12,867	13,877	15,350	16,914
Bars and taverns ⁶	51,303	9,533	9,948	11,912	12,412	12,810	13,270	13,722
Managed services ²	19,430	14,149	18,186	23,382	24,841	25,772	26,841	28,525
Manufacturing and industrial plants	(NA)	3,856	4,814	5,984	6,223	6,283	6,185	6,441
Colleges and universities	(NA)	2,788	3,989	5,443	5,879	6,308	6,762	7,233
Lodging places	13,276	13,568	15,561	18,032	19,438	18,124	18,458	19,259
Retail hosts ^{2 7}	133,526	9,513	12,589	13,996	14,869	15,756	16,443	17,343
Department store restaurants	4,111	876	1,038	873	903	(NA)	(NA)	(NA)
Grocery store restaurants ⁷	60,541	5,432	6,624	6,823	7,116	(NA)	(NA)	(NA)
Gasoline service stations	52,441	1,718	2,520	4,289	4,693	(NA)	(NA)	(NA)
Recreation and sports	15,485	2,871	3,866	4,623	4,772	4,921	5,105	5,310
Noncommercial restaurant services ²	182,649	26,543	28,722	31,450	32,307	32,871	32,702	33,077
Employee restaurant services	4,049	1,864	1,364	1,036	986	921	826	790
Industrial, commercial organizations	1,812	1,603	1,129	775	717	(NA)	(NA)	(NA)
Educational restaurant services	102,087	7,671	9,059	9,831	9,977	10,121	9,990	10,010
Elementary and secondary schools	97,925	3,700	4,533	4,993	5,039	5,115	4,974	4,959
Hospitals	5,791	8,968	9,219	9,734	9,982	10,096	10,006	9,926
Miscellaneous ³	33,966	2,892	3,673	4,630	4,898	5,068	5,096	5,322
Clubs	10,514	1,993	2,278	2,971	3,164	(NA)	(NA)	(NA)

NA Not available. ¹ Projection. ² Includes other types of groups, not shown separately. ³ Data for establishments with payroll. ⁴ Fast-food restaurants. ⁵ Snack and nonalcoholic beverage bars included in limited service restaurants. ⁶ For establishments serving food. ⁷ Includes a portion of delicatessen sales in grocery stores.

Source: National Restaurant Association, Washington, DC, *Restaurant Numbers: 25 Year History, 1970-1995*, 1998; *Restaurant Industry in Review*, annual; and *National Restaurant Association Restaurant Industry Forecast*, December 2002 (copyright).

No. 1272. Professional, Scientific, and Technical Services—Estimated Revenue for Employer and Nonemployer Firms: 1998 to 2001

[745,427 represents 745,427,000,000. Estimates are based on data from the 2001 Service Annual Survey and administrative data. Estimates for 2000 are revised to reflect the latest administrative data for nonemployers. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Kind of business	NAICS code	Estimated revenue for employer and nonemployer firms				Estimated revenue for taxable employer firms			
		1998	1999	2000	2001	1998	1999	2000	2001
Professional, scientific, and technical services (except notaries and landscape architectural services)	54	745,427	812,941	895,736	937,176	646,167	710,038	787,406	824,057
Legal services (except notaries)	5411	148,406	157,373	164,190	175,383	136,228	144,369	150,699	160,907
Offices of lawyers	54111	142,495	151,304	158,247	168,821	130,749	138,787	145,261	154,956
Other legal services	54119	5,912	6,069	6,944	6,562	5,479	5,581	5,438	5,952
Accounting, tax preparation, bookkeeping, and payroll services	5412	67,002	72,264	80,066	85,072	61,864	66,783	74,229	78,987
Architectural, eng., & related services (exc. landscape architectural services)	5413	137,989	148,240	166,709	174,949	131,220	141,191	159,105	166,993
Architectural services	54131	22,827	24,411	27,174	29,004	20,691	22,207	24,867	26,554
Engineering services	54133	99,920	108,675	123,463	127,852	96,390	104,997	119,441	123,666
Specialized design services	5414	19,206	20,786	23,120	23,027	15,512	16,478	18,276	18,181
Interior design services	54141	6,904	7,401	8,104	8,243	5,232	5,452	5,911	5,997
Computer systems design and services	5415	139,723	163,682	185,208	184,240	131,481	154,414	175,495	174,574
Management, scientific, and technical consulting services	5416	89,268	96,530	105,663	116,216	72,902	79,973	88,540	98,079
Management consulting services	54161	74,293	80,987	88,327	96,743	61,361	67,905	74,797	82,498
Environmental consulting services ²	54162	6,783	7,350	8,076	8,977	5,776	6,332	7,022	7,822
Other scientific and technical consulting services	54169	8,192	8,193	9,260	10,496	5,765	5,737	6,721	7,759
Scientific research & development serv.	5417	41,695	45,739	51,428	57,473	25,508	28,743	33,221	38,796
Research & develop. in physical, engineering, and life sciences	54171	38,325	42,077	47,411	53,111	24,237	27,300	31,657	37,091
Research and development in social sciences and humanities	54172	3,370	3,662	4,017	4,362	1,271	1,443	1,564	1,704
Advertising and related services ³	5418	60,467	65,605	73,593	71,994	55,404	60,436	68,267	66,963
Advertising agencies	54181	19,776	22,419	26,350	26,054	18,634	21,253	25,149	24,780
Public relations agencies	54182	6,364	7,026	8,693	8,238	5,419	6,061	7,699	7,290
Display advertising	54185	5,598	6,244	6,701	6,571	5,320	5,960	6,409	6,291
Direct mail advertising	54186	9,581	9,929	10,359	10,721	9,078	9,415	9,830	10,198
Other professional, scientific, & tech. services (exc. veterinary services) ³	5419	41,672	42,722	45,759	48,823	16,049	17,650	19,574	20,576
Mktng. research & pub. opinion polling	54191	8,457	9,609	10,368	10,138	7,878	8,974	9,667	9,444
Photographic services	54192	7,859	8,001	8,560	8,705	5,822	5,883	6,322	6,463

¹ Estimates for NAICS 541191 (title abstract and settlement offices), not shown separately, have not been adjusted using the results of the 1997 Economic Census. ² Estimates have not been adjusted using the results of the 1997 Economic Census. ³ Includes services not listed separately.

Source: U.S. Census Bureau, "Service Annual Survey 2001"; published February 2003; <<http://www.census.gov/svsd/www/sas01rpt.pdf>>.

No. 1273. Computer Systems Design and Related Services—Estimated Revenue for Employer Firms: 2001

[174,574 represent 174,574,000,000. Estimates are based on data from the 2001 Service Annual Survey and administrative data. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Kind of business	2001	Kind of business	2001
Computer systems design and related services (NAICS 5415), total revenue	174,574	Network design and development services	1,116
Information tech. design & development total	89,810	Information technical infrastructure (computer) and network management services	3,309
Custom application design and development	44,984	Information technology technical support services	3,778
Computer system design, development, and integration services	36,826	Information technology consulting services	5,308
Network design and development services	7,999	Software publishing	2,852
Information technical infrastructure (computer) and network management services	23,626	Information technology related training services	801
Information technology technical support services	13,615	Resale of computer hardware and software	1,934
Information technology consulting services	12,341	Other services revenue	2,995
Software publishing	7,375	Computer systems design services (NAICS 541512), total revenue	82,441
Data storage services	1,023	Information tech. design & development, total	45,575
Data management services	2,310	Custom application design and development	11,073
Information technology related training services	2,565	Computer systems design, development, and integration services	28,225
Internet access services	452	Network design and development services	6,277
Web site hosting services	1,060	Information technology infrastructure (computer) and network management services	5,049
Application service provisioning	1,916	Information technology technical support services	7,084
Business process management services	2,222	Information technology consulting services	4,489
Resale of computer hardware and software	7,156	Software publishing	3,568
Other services revenue	8,968	Data storage services	851
Custom computer programming services (NAICS 541511), total revenue	63,354	Data management services	1,534
Information tech. design & development, total	40,478	Information technology related training services	1,254
Custom application design and development	32,058	Internet access services	395
Computer systems design, development, and integration services	7,304	Rental and leasing of computer hardware	1,023
		Resale of computer hardware and software	4,383

Source: U.S. Census Bureau, "Service Annual Survey 2001"; published February 2003; <<http://www.census.gov/svsd/www/sas01rpt.pdf>>.

No. 1274. Advertising—Estimated Expenditures by Medium: 1990 to 2002

[In millions of dollars (129,968 represents \$129,968,000,000). See source for definitions of types of advertising]

Medium	1990	1995	1996	1997	1998	1999	2000	2001	2002
	Total	129,968	165,147	178,113	191,307	206,697	222,308	247,472	231,287
National	73,638	96,933	105,054	112,809	122,271	132,170	151,664	141,797	145,615
Local	56,330	68,214	73,059	78,498	84,426	90,138	95,808	89,490	91,810
Newspapers	32,281	36,317	38,402	41,670	44,292	46,648	49,050	44,255	44,380
National	3,867	3,996	4,400	5,016	5,402	6,358	7,229	6,615	6,680
Local	28,414	32,321	34,002	36,654	38,890	40,290	41,821	37,640	37,700
Magazines	6,803	8,580	9,010	9,821	10,518	11,433	12,370	11,095	10,990
Broadcast TV	26,616	32,720	36,046	36,893	39,173	40,011	44,802	38,881	41,830
Four TV networks	9,863	11,600	13,081	13,020	13,736	13,961	15,888	14,300	15,300
Syndication	1,109	2,016	2,218	2,438	2,609	2,870	3,108	3,102	3,135
Spot (National)	7,788	9,119	9,803	9,999	10,659	10,500	12,264	9,223	10,335
Spot (Local)	7,856	9,985	10,944	11,436	12,169	12,680	13,542	12,256	13,060
Cable TV	2,631	6,166	7,778	8,750	10,340	12,570	15,455	15,536	15,810
Cable TV networks	2,000	4,500	5,695	6,450	7,640	9,405	11,765	11,883	11,890
Spot (Local)	631	1,666	2,083	2,300	2,700	3,165	3,690	3,653	3,920
Radio	8,726	11,338	12,269	13,481	15,073	17,215	19,295	17,961	18,940
Network	482	480	523	560	622	684	780	711	780
Spot (National)	1,635	1,959	2,135	2,455	2,823	3,275	3,668	2,936	3,250
Local (Local)	6,609	8,899	9,611	10,476	11,628	13,256	14,847	14,194	14,910
Yellow Pages	8,926	10,236	10,849	11,423	11,990	12,652	13,228	13,592	13,720
National	1,132	1,410	1,555	1,711	1,870	1,986	2,093	2,087	2,100
Local	7,794	8,826	9,294	9,712	10,120	10,666	11,135	11,505	11,620
Direct mail	23,370	32,866	34,509	36,890	39,622	41,403	44,591	44,725	45,860
Business papers	2,875	3,559	3,808	4,109	4,232	4,274	4,915	4,468	4,245
Out of home	1,084	1,263	1,339	1,455	1,576	1,725	5,176	5,134	5,365
National	640	701	743	795	845	925	2,068	2,051	2,140
Local	(NA)	562	596	660	731	800	3,108	3,083	3,225
Internet	(NA)	(NA)	(NA)	800	1,383	2,832	6,507	5,752	5,465
Miscellaneous ²	16,656	22,102	24,103	26,005	28,500	31,545	32,083	29,988	30,820
National	12,074	16,147	17,574	18,745	20,312	22,264	24,418	22,829	23,445
Local	4,582	5,955	6,529	7,260	8,188	9,281	7,665	7,159	7,375

NA Not available. ¹ Prior to 2000, represents only "outdoor" billboards. Beginning 2000 includes other forms of outdoor advertising (i.e. transportation vehicles, bus shelters, telephone kiosks, etc.) previously covered under "Miscellaneous."

² Beginning 2000, part of miscellaneous now included under "Out of home" advertising. See footnote 1.

Source: McCann-Erickson, Inc., New York, NY. Compiled for Crain Communications, Inc. in *Advertising Age* (copyright).

No. 1275. Magazine Advertising Revenue by Category: 1999 to 2002

[15,508 represents \$15,508,000,000. Represents the volume of advertising in the consumer magazines belonging to the Publishers Information Bureau]

Category	Pages			Volume (mil. dol.)		
	1999	2000	2002	1999	2000	2002
Total ¹	255,146	269,016	225,620	15,508	17,052	16,689
Automotive	24,753	22,295	20,290	1,844	1,730	1,793
Automotive accessories and equipment	24,502	22,012	20,062	1,833	1,711	1,773
Technology	22,009	26,536	13,850	1,385	1,736	1,093
Telecommunications	4,734	4,812	2,362	312	311	195
Computers and software	13,252	17,156	7,827	894	1,205	701
Home furnishings and supplies ¹	17,273	16,611	15,845	1,185	1,197	1,359
Household furnishings and accessories	4,709	4,597	3,794	283	272	271
Audio and video equipment and supplies	5,057	4,507	4,317	277	284	345
Toiletries and cosmetics ¹	15,857	15,741	16,683	1,143	1,218	1,510
Cosmetics and beauty aids ²	8,484	8,781	9,021	578	640	797
Personal hygiene and health ²	3,238	2,818	2,769	287	271	295
Hair products and accessories ²	2,589	2,837	3,411	185	217	299
Direct response companies	22,163	19,554	18,506	1,121	1,034	1,135
Apparel and accessories ¹	24,776	26,576	22,657	1,120	1,295	1,265
Ready-to-wear	12,771	13,648	10,152	499	586	518
Footwear	3,349	4,058	3,950	158	218	206
Jewelry and watches	4,214	5,021	4,576	210	282	286
Financial, insurance and real estate	16,253	16,976	11,604	1,023	1,154	939
Financial	12,557	13,453	8,328	757	894	666
Insurance and real estate	3,697	3,524	3,276	266	260	273
Food and food products ¹	9,894	10,693	10,947	1,003	1,140	1,332
Prepared foods	1,919	1,961	2,103	194	212	267
Dairy, produce, meat and bakery goods	2,809	2,858	3,200	288	315	397
Beverages	1,854	1,981	1,758	166	197	192
Drugs and remedies	11,759	12,470	13,757	977	1,121	1,405
Medicines and proprietary remedies	10,272	10,506	11,807	850	965	1,224
Media and advertising	11,418	15,328	11,777	846	1,145	1,022
Retail stores ³	15,798	19,263	13,957	826	1,056	864
Retail stores ³	12,786	15,869	10,798	671	863	662
Public transportation, hotels, and resorts	15,231	15,421	13,856	705	743	696
Cigarettes, tobacco and accessories	6,034	4,677	1,987	481	388	215
Beer, wine and liquor	4,565	5,016	4,749	299	360	404
Liquor	3,600	3,874	3,436	235	286	302
Miscellaneous services and amusements	5,424	5,803	4,895	277	310	294
Sporting goods	10,503	13,752	13,668	240	263	260

¹ Includes other categories, not shown separately. ² Women's, men's, and unisex. ³ Includes apparel, business, drugs and toiletries, and food and beverage.

Source: Publishers Information Bureau, Inc., New York, NY, as compiled by Competitive Media Reporting.

No. 1276. Administrative and Support and Waste Management and Remediation Services—Estimated Revenue: 1999 to 2001

[In millions of dollars (374,765 represents \$374,765,000,000), except percent. For taxable and tax-exempt employer firms. Except as indicated, estimates adjusted to the results of the 1997 Economic Census. Based on the Service Annual Survey; see Appendix III]

Kind of business	NAICS code ¹	Estimated Revenue			Percent change, 2000-2001
		1999	2000	2001	
Admin/support waste mgmt/remediation services	56	374,765	411,236	411,947	0.2
Administrative & support services	561	327,714	362,457	363,817	0.2
Office administrative services	56111	41,322	48,732	54,729	12.3
Facilities support services	56121	8,055	9,109	8,746	-4.0
Employment services ²	5613	114,361	125,618	114,304	-9.0
Temporary help services	56132	71,504	74,492	64,438	-13.5
Employee leasing services	56133	35,964	42,855	40,981	-4.4
Business support services ²	5614	43,281	47,543	51,058	7.4
Telephone call centers	56142	14,817	16,115	16,647	3.3
Business service centers	56143	9,602	10,303	10,459	1.5
Travel arrangement & reservation services ²	5615	24,996	26,306	26,054	-1.0
Travel agencies	56151	10,770	10,766	9,383	-12.8
Other travel arrangement & reservation services	56159	11,152	12,485	13,829	10.8
Investigation and security services	5616	24,410	25,978	27,057	4.2
Investigation, guard, & armored car services	56161	14,281	14,910	14,798	-0.8
Security guards & patrol services	561612	10,316	10,735	10,449	-2.7
Security systems services	56162	10,130	11,068	12,258	10.8
Services to buildings & dwellings	5617	36,949	41,065	43,744	6.5
Janitorial services	56172	26,712	30,097	32,089	6.6
Other support services	5619	34,341	38,107	38,125	(Z)
Convention & trade show organizers	56192	7,779	9,383	9,329	-0.6
Waste management & remediation services	562	47,052	48,779	48,131	-1.3
Waste collection	5621	25,295	26,823	26,012	-3.0
Waste treatment & disposal ³	5622	11,101	11,689	11,517	-1.5
Remediation & other waste management services	5629	10,655	10,267	10,602	3.3

Z Less than 0.05 percent. ¹ North American Industry Classification System, 1997; see text, Section 15. ² Includes other kinds of business not shown separately. ³ Estimates have not been adjusted to the results of the 1997 Economic Census.

Source: U.S. Census Bureau, "Service Annual Survey 2001"; published February 2003; <<http://www.census.gov/svsd/www/sas01rpt.pdf>>.

No. 1277. Other Services—Estimated Revenue for Employer and Nonemployer Firms: 1999 to 2001

[In millions of dollars (353,370 represents \$353,370,000,000), except percent. Except where indicated, results have been adjusted to the results of the 1997 Economic Census. Based on the Service Annual Survey. See text, this section, and Appendix III.]

Kind of business	NAICS code ¹	Estimated Revenue			Percent change, 2000-2001
		1999	2000	2001	
Other services (except public administration, religious, labor, and political organizations, and private households)	81	353,370	374,348	379,473	1.4
Repair & maintenance	811	139,734	146,172	152,593	4.4
Automotive R&M	8111	81,588	85,796	89,965	4.9
Automotive mechanical & electrical R&M	81111	42,648	44,607	47,063	5.5
Automotive body/paint/interior & glass repair	81112	26,988	28,580	29,231	2.3
Other automotive R&M	81119	11,953	12,608	13,671	8.4
Electronic and precision equipment R&M ²	8112	18,745	18,776	19,125	1.9
Commercial equipment (exc. auto, elec.) R&M	8113	21,305	22,898	24,451	6.8
Personal and household goods R&M	8114	18,096	18,703	19,052	1.9
Home/garden equipment & appliance R&M	81141	6,476	6,537	6,653	1.8
Reupholstery & furniture repair	81142	2,320	2,410	2,393	-0.7
Footwear & leather goods repair	81143	396	384	379	-1.5
Other personal & household goods R&M	81149	8,904	9,371	9,628	2.7
Personal & laundry services	812	94,009	99,709	102,423	2.7
Personal care services	8121	26,605	28,772	30,084	4.6
Hair, nail, & skin care services	81211	22,716	24,568	25,335	3.1
Other personal care services	81219	3,889	4,204	4,749	13.0
Death care services	8122	13,957	13,903	14,425	3.7
Funeral homes	81221	10,998	10,993	11,623	5.7
Cemeteries & crematories	81222	2,959	2,910	2,802	-3.7
Drycleaning & laundry services	8123	21,668	22,732	23,266	2.3
Coin-operated laundries & drycleaners	81231	3,908	4,303	4,433	3.0
Drycleaning and laundry services, (exc. coin-op)	81232	8,756	9,043	9,004	-0.4
Linen & uniform supply	81233	9,004	9,385	9,829	4.7
Other personal services	8129	31,779	34,302	34,648	1.0
Religious/grantmaking/prof/like organizations (except religious, labor, and political organizations) ³	813	119,627	128,467	124,457	-3.1

¹ North American Industry Classification System, 1997; see text, Section 15. ² Estimates for NAICS 811219 (other electronics and precision equipment repair and maintenance) have not been adjusted to the results of the 1997 Economic Census. ³ Estimates for NAICS 813211 (grantmaking foundations) have not been adjusted to the results of the 1997 Economic Census.

Source: U.S. Census Bureau, "Service Annual Survey 2001"; published February 2003; <<http://www.census.gov/svsd/www/sas01rpt.pdf>>.

No. 1278. Religious, Grantmaking, Civic, and Professional Service Firms— Revenue and Expenses for Tax-Exempt Employer Firms: 1999 to 2001

[In millions of dollars (119,627 represents \$119,627,000,000), except as indicated. Based on the Service Annual Survey; subject to sampling variability. See text, this section, and Appendix III]

Kind of business	NAICS code ¹	Revenue				Expenses, 2001
		1999	2000	2001	Percent change, 2000-2001	
Religious/grantmaking/prof/like organizations (except religious, labor, and political organizations)	813	119,627	128,467	124,457	-3.1	110,371
Grantmaking and giving services ²	8132	57,667	63,057	55,978	-11.2	45,663
Social advocacy organizations	8133	9,882	10,438	10,871	4.1	10,424
Civic & social organizations	8134	11,408	12,175	12,526	2.9	11,969
Business, professional, and other organizations (except labor and political organizations)	8139	40,670	42,798	45,083	5.3	42,314

¹ North American Industry Classification System, 1997; see text, Section 15. ² Estimates for NAICS 813211 (grantmaking foundations) have not been adjusted to the results of the 1997 Economic Census.

Source: U.S. Census Bureau, "Service Annual Survey 2001"; published February 2003; <<http://www.census.gov/svsd/www/sas01rpt.pdf>>.

No. 1279. National Nonprofit Associations—Number by Type: 1980 to 2002

[Data compiled during last few months of year previous to year shown and the beginning months of year shown]

Type	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002
Total	14,726	19,121	22,289	22,663	23,004	22,901	22,049	22,474	21,840	22,449	22,141
Trade, business, commercial	3,118	3,719	3,918	3,757	3,784	3,755	3,714	3,815	3,880	3,922	3,883
Agriculture and environment	677	882	940	1,122	1,128	1,124	1,107	1,113	1,103	1,120	1,125
Legal, governmental, public admin., military	529	658	792	776	777	780	755	778	790	807	814
Scientific, engineering, tech	1,039	1,270	1,417	1,355	1,372	1,381	1,306	1,332	1,302	1,317	1,309
Educational	2,376	2,822	2,291	1,290	1,308	1,310	1,274	1,321	1,297	1,346	1,307
Cultural ⁽¹⁾	(1)	(1)	1,886	1,918	1,925	1,918	1,841	1,876	1,786	1,812	1,766
Social welfare	994	1,450	1,705	1,885	1,928	1,934	1,896	1,913	1,829	1,925	1,917
Health, medical	1,413	1,886	2,227	2,348	2,418	2,453	2,383	2,481	2,495	2,574	2,601
Public affairs	1,068	1,935	2,249	2,148	2,160	2,113	1,855	1,877	1,776	1,857	1,808
Fraternal, nationality, ethnic	435	492	573	552	552	541	542	552	525	537	529
Religious	797	953	1,172	1,230	1,240	1,230	1,156	1,151	1,123	1,160	1,154
Veteran, hereditary, patriotic	208	281	462	686	738	745	861	877	835	834	785
Hobby, avocational	910	1,311	1,475	1,549	1,568	1,548	1,468	1,463	1,330	1,408	1,380
Athletic sports	504	737	840	838	845	836	765	782	717	762	730
Labor unions	235	252	253	245	247	245	235	235	232	233	218
Chambers of Commerce ²	105	142	168	168	168	162	129	146	143	142	141
Greek and non-Greek letter societies	318	331	340	336	338	335	313	313	296	312	301
Fan clubs	(NA)	(NA)	581	460	507	491	449	449	381	381	373

NA Not available. ¹ Data for cultural associations included with educational associations. ² National and binational. Includes trade and tourism organizations.

Source: Gale Group, Farmington Hills, MI. Compiled from *Encyclopedia of Associations*, annual (copyright).