

# Food and Beverage Stores: 2002

Issued September 2004

EC02-44I-07

## 2002 Economic Census

*Retail Trade*

Industry Series



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### U.S. Department of Commerce

**Donald L. Evans,**

Secretary

**Theodore W. Kassinger,**

Deputy Secretary

### Economics and Statistics Administration

**Kathleen B. Cooper,**

Under Secretary for  
Economic Affairs

### U.S. CENSUS BUREAU

**Charles Louis Kincannon,**

Director



**Economics  
and Statistics  
Administration**

**Kathleen B. Cooper,**  
Under Secretary  
for Economic Affairs



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Chief Operating Officer

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Director for Programs

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Associate Director  
for Economic Programs

**Thomas L. Mesenbourg,**  
Assistant Director  
for Economic Programs

**Mark E. Wallace,**  
Chief, Service Sector  
Statistics Division

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-- Not applicable for this report.

# Introduction to the Economic Census

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## PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

- Policymaking agencies of the federal government use the data to monitor economic activity and 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).



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## 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](http://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

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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](http://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](http://www.census.gov/econ/www/history.html).



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# Retail Trade

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## SCOPE

The Retail Trade sector (sector 44-45) comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are classified in this sector.

Nonstore retailers, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this subsector reach customers and market merchandise with methods such as the broadcasting of "infomercials," the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines. Establishments engaged in the direct sale (nonstore) of products, such as home heating oil dealers and home delivery newspaper routes, are classified in this sector.

**Exclusions.** Excluded from this sector are governmental organizations classified in the covered industries except for liquor stores operated by state and local governments. Data for direct sellers with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the federal government are not included.

The tabulations for this sector do not include central administrative offices, warehouses, or other establishments that serve retail 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, moderate for this sector, may be examined at [www.census.gov/nonemployerimpact](http://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 21 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, sales, 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.

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**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, sales, 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 data on major categories of products sold for establishments of firms with payroll by kind of business. Data are presented for the United States, states, and metropolitan and micropolitan statistical areas.
- **Establishment and Firm Size (Including Legal Form of Organization).** This report presents sales, payroll, and employment data for the United States by sales size, by employment size, and by legal form of organization for establishments of firms with payroll; and by sales 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.

**ZIP Code Statistics.** This report presents data for establishments of firms with payroll by United States ZIP Code.

**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](http://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.

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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 which 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). There were revisions to some industries in this sector for 2002.

For the retail trade sector, additional levels of detail for department stores and nonstore retailers are included in 2002 NAICS. Department stores are now further broken down into Department Stores (except Discount Department Stores) and Discount Department Stores. Electronic Shopping and Mail-Order Houses are now further broken down into Electronic Shopping, Electronic Auctions, and Mail-Order Houses.

## **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.

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## 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](http://www.census.gov/epcd/ec02/disclosure.htm).

## AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts annual and monthly surveys on retail trade. These surveys, while providing more frequent observations, yield 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 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, Retail Census Branch, 1-800-541-8345 or [rcb@census.gov](mailto:rcb@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
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

**Table 1. Summary Statistics for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. 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]

2002 NAICS code	Kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
445	Food and beverage stores .....	148 901	456 135 887	48 702 616	11 946 312	2 837 225	12.5	10.1
4451	Grocery stores .....	95 514	415 189 211	44 574 151	10 979 016	2 573 727	10.6	10.2
44511	Supermarkets and other grocery (except convenience) stores .....	66 092	394 274 447	42 742 014	10 539 454	2 432 487	8.8	9.8
445110	Supermarkets and other grocery (except convenience) stores .....	66 092	394 274 447	42 742 014	10 539 454	2 432 487	8.8	9.8
44512	Convenience stores .....	29 422	20 914 764	1 832 137	439 562	141 240	45.0	17.7
445120	Convenience stores .....	29 422	20 914 764	1 832 137	439 562	141 240	45.0	17.7
4452	Specialty food stores .....	24 506	13 186 043	2 059 391	478 795	130 401	33.8	10.3
44521	Meat markets .....	5 847	4 449 479	572 904	135 302	35 524	33.8	8.6
445210	Meat markets .....	5 847	4 449 479	572 904	135 302	35 524	33.8	8.6
44522	Fish and seafood markets .....	2 047	1 533 316	183 955	41 695	10 261	30.3	6.1
445220	Fish and seafood markets .....	2 047	1 533 316	183 955	41 695	10 261	30.3	6.1
44523	Fruit and vegetable markets .....	3 239	2 771 737	316 882	69 546	19 094	38.2	9.9
445230	Fruit and vegetable markets .....	3 239	2 771 737	316 882	69 546	19 094	38.2	9.9
44529	Other specialty food stores .....	13 373	4 431 511	985 650	232 252	65 522	32.2	13.8
445291	Baked goods stores .....	4 485	1 417 962	497 888	118 192	26 285	28.3	17.6
445292	Confectionery and nut stores .....	3 437	1 364 153	210 982	51 870	17 284	19.4	8.9
445299	All other specialty food stores .....	5 451	1 649 396	276 780	62 190	21 953	46.3	14.5
4453	Beer, wine, and liquor stores .....	28 881	27 760 633	2 069 074	488 501	133 097	30.6	7.1
44531	Beer, wine, and liquor stores .....	28 881	27 760 633	2 069 074	488 501	133 097	30.6	7.1
445310	Beer, wine, and liquor stores .....	28 881	27 760 633	2 069 074	488 501	133 097	30.6	7.1

<sup>1</sup>Includes sales information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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



**Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. 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 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
445	Food and beverage stores ..... 2002.. 1997..	148 901 148 528	456 135 887 401 764 499	48 702 616 40 581 095	2 837 225 2 893 074
4451	Grocery stores ..... 2002.. 1997..	95 514 96 542	415 189 211 368 250 471	44 574 151 37 426 166	2 573 727 2 643 608
44511	Supermarkets and other grocery (except convenience) stores .. 2002.. 1997..	66 092 69 461	394 274 447 351 402 705	42 742 014 35 827 805	2 432 487 2 489 721
445110	Supermarkets and other grocery (except convenience) stores ..... 2002.. 1997..	66 092 69 461	394 274 447 351 402 705	42 742 014 35 827 805	2 432 487 2 489 721
44512	Convenience stores ..... 2002.. 1997..	29 422 27 081	20 914 764 16 847 766	1 832 137 1 598 361	141 240 153 887
445120	Convenience stores ..... 2002.. 1997..	29 422 27 081	20 914 764 16 847 766	1 832 137 1 598 361	141 240 153 887
4452	Specialty food stores ..... 2002.. 1997..	24 506 22 373	13 186 043 10 829 908	2 059 391 1 455 642	130 401 118 831
44521	Meat markets ..... 2002.. 1997..	5 847 7 214	4 449 479 4 347 021	572 904 544 414	35 524 39 866
445210	Meat markets ..... 2002.. 1997..	5 847 7 214	4 449 479 4 347 021	572 904 544 414	35 524 39 866
44522	Fish and seafood markets ..... 2002.. 1997..	2 047 1 634	1 533 316 1 037 553	183 955 101 933	10 261 7 120
445220	Fish and seafood markets ..... 2002.. 1997..	2 047 1 634	1 533 316 1 037 553	183 955 101 933	10 261 7 120
44523	Fruit and vegetable markets ..... 2002.. 1997..	3 239 3 179	2 771 737 2 106 828	316 882 236 967	19 094 17 251
445230	Fruit and vegetable markets ..... 2002.. 1997..	3 239 3 179	2 771 737 2 106 828	316 882 236 967	19 094 17 251
44529	Other specialty food stores ..... 2002.. 1997..	13 373 10 346	4 431 511 3 338 506	985 650 572 328	65 522 54 594
445291	Baked goods stores ..... 2002.. 1997..	4 485 2 790	1 417 962 890 310	497 888 191 036	26 285 14 810
445292	Confectionery and nut stores ..... 2002.. 1997..	3 437 3 684	1 364 153 1 227 942	210 982 190 786	17 284 21 578
445299	All other specialty food stores ..... 2002.. 1997..	5 451 3 872	1 649 396 1 220 254	276 780 190 506	21 953 18 206
4453	Beer, wine, and liquor stores ..... 2002.. 1997..	28 881 29 613	27 760 633 22 684 120	2 069 074 1 699 287	133 097 130 635
44531	Beer, wine, and liquor stores ..... 2002.. 1997..	28 881 29 613	27 760 633 22 684 120	2 069 074 1 699 287	133 097 130 635
445310	Beer, wine, and liquor stores ..... 2002.. 1997..	28 881 29 613	27 760 633 22 684 120	2 069 074 1 699 287	133 097 130 635

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 3. Product Lines by Kind of Business for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. 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]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445		Food and beverage stores .....	148 901	X	456 135 887	X	100.0	71.2
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	135 419	443 369 605	311 812 675	70.3	68.4	69.7
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	77 206	403 509 766	54 873 638	13.6	12.0	X
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	71 742	400 516 997	42 615 463	10.6	9.3	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	71 945	375 402 734	22 957 310	6.1	5.0	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	89 917	393 768 611	36 524 292	9.3	8.0	X
	20105	Bakery products baked on premises .....	36 931	293 547 427	6 692 106	2.3	1.5	X
	20106	Bakery products not baked on the premises, excluding frozen .....	69 683	297 596 389	13 062 195	4.4	2.9	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	65 008	365 706 968	15 901 251	4.3	3.5	X
	20108	Bottled, canned, or packaged soft drinks .....	92 382	314 477 379	13 812 743	4.4	3.0	X
	20109	Candy .....	80 351	293 049 663	5 941 696	2.0	1.3	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	103 334	421 685 019	99 431 981	23.6	21.8	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	44 345	229 604 368	9 008 195	3.9	2.0	69.3
	20123	Soup & salad bars .....	16 281	152 827 189	1 072 015	.7	.2	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	41 977	209 390 127	7 936 180	3.8	1.7	X
	20130	Alcoholic drinks served at the establishment .....	2 730	2 296 855	249 705	10.9	.1	X
	20140	Packaged liquor, wine, & beer .....	81 563	314 566 959	40 333 560	12.8	8.8	66.8
	20141	Distilled spirits, including liquor, brandy, & liqueurs .....	42 933	168 611 996	13 136 689	7.8	2.9	X
	20142	Wine .....	58 855	250 191 773	11 587 651	4.6	2.5	X
	20143	Beer & ale .....	71 605	284 729 045	15 609 220	5.5	3.4	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	90 681	414 041 273	13 972 322	3.4	3.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	75 070	404 909 350	36 742 326	9.1	8.1	62.2
	20161	Prescriptions .....	19 387	230 817 318	18 677 049	8.1	4.1	X
	20162	Nonprescription medicines .....	42 110	223 959 349	2 868 954	1.3	.6	X
	20163	Vitamins, minerals, & other dietary supplements .....	25 422	205 317 900	2 119 677	1.0	.5	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	35 226	208 557 398	2 157 258	1.0	.5	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	21 918	196 192 206	1 912 860	1.0	.4	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	55 459	333 891 558	9 006 528	2.7	2.0	X
	20180	Soaps, detergents, & household cleaners .....	71 139	395 995 001	10 087 371	2.5	2.2	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	72 551	396 934 089	10 344 395	2.6	2.3	X
	20200	Men's wear .....	4 353	57 313 396	29 793	.1	Z	X
	20220	Women's, juniors', & misses' wear .....	6 420	78 417 385	109 069	.1	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	5 116	69 680 061	44 202	.1	Z	X
	20260	Footwear, including accessories .....	5 399	76 546 423	26 922	Z	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	6 869	94 499 813	20 198	Z	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	5 716	74 308 031	28 132	Z	Z	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. ....	98	793 086	4 058	.5	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	7 846	104 089 377	136 919	.1	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	138	1 771 706	4 120	.2	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	7 030	89 584 842	259 512	.3	.1	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	98	767 332	3 998	.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	17 231	171 360 726	1 393 777	.8	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	5 303	53 047 530	142 417	.3	Z	X
	20420	Books .....	14 054	139 462 998	695 284	.5	.2	X
	20440	Photographic equipment & supplies .....	11 689	124 246 256	406 678	.3	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	13 829	125 485 390	365 690	.3	.1	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	144	1 652 679	209	Z	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	3 659	48 283 769	81 869	.2	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	9 879	115 037 043	404 921	.4	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	22 465	257 991 531	3 090 216	1.2	.7	X
	20720	Automotive fuels .....	3 111	26 005 323	2 306 038	8.9	.5	X
	20730	Automotive lubricants, including oil, greases, etc. ....	17 514	106 886 352	144 516	.1	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	4 208	48 708 695	30 387	.1	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	7 649	85 289 080	245 183	.3	.1	X
	20800	Pets, pet foods, & pet supplies .....	35 834	246 484 219	3 756 334	1.5	.8	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445		Food and beverage stores—Con.						
	20850	All other merchandise . . . . .	53 039	254 911 813	4 724 562	1.9	1.0	71.0
	20851	Stationery products, including stationery, tablets, pads, & related products . . . . .	11 594	98 042 031	191 363	.2	Z	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper . . . . .	5 409	67 097 930	44 616	.1	Z	X
	20853	Office & school supplies . . . . .	14 566	122 056 244	344 630	.3	.1	X
	20855	Greeting cards . . . . .	20 093	178 456 285	1 132 779	.6	.2	X
	20856	Magazines & newspapers . . . . .	39 756	211 531 400	2 016 696	1.0	.4	X
	20866	Ice . . . . .	28 568	131 389 384	455 693	.3	.1	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons . . . . .	10 864	76 893 424	449 516	.6	.1	X
	20883	All other merchandise . . . . .	451	2 301 756	89 269	3.9	Z	X
	29810	All other merchandise . . . . .	15 291	109 410 757	3 807 094	3.5	.8	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided . . . . .	21 078	167 622 009	1 323 031	.8	.3	67.3
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals . . . . .	7 453	72 379 706	317 079	.4	.1	X
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others . . . . .	1 579	14 534 029	50 792	.3	Z	X
	29917	Receipts from photofinishing performed by this establishment . . . . .	6 614	97 210 255	361 901	.4	.1	X
	29918	Receipts from photofinishing contracted out to other establishments . .	8 695	112 506 271	179 122	.2	Z	X
	29929	Receipts from photocopying, faxing, & check cashing services . . . . .	1 814	5 397 090	57 649	1.1	Z	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. . . . .	8 192	44 504 391	356 488	.8	.1	X
4451		Grocery stores . . . . .	95 514	X	415 189 211	X	100.0	71.8
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. . . . .	95 514	415 189 211	298 106 071	71.8	71.8	70.5
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration . . . . .	67 530	395 294 060	49 716 604	12.6	12.0	X
	20102	Produce, including fresh & prepackaged fruits & vegetables . . . . .	66 617	395 808 435	40 570 240	10.3	9.8	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. . . . .	68 062	371 256 703	22 630 087	6.1	5.5	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. . . . .	81 331	386 576 873	35 886 242	9.3	8.6	X
	20105	Bakery products baked on premises . . . . .	35 092	292 092 639	6 604 250	2.3	1.6	X
	20106	Bakery products not baked on the premises, excluding frozen . . . . .	61 273	292 483 872	11 684 440	4.0	2.8	X
	20107	Delicatessen items, including deli meats & other service delicatessen items . . . . .	61 318	362 123 467	15 468 575	4.3	3.7	X
	20108	Bottled, canned, or packaged soft drinks . . . . .	73 109	298 122 897	13 190 789	4.4	3.2	X
	20109	Candy . . . . .	66 605	284 598 948	4 492 454	1.6	1.1	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items . . . . .	86 284	410 113 937	97 862 390	23.9	23.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption . . . . .	40 120	226 441 729	8 560 837	3.8	2.1	69.9
	20123	Soup & salad bars . . . . .	15 608	152 305 327	1 040 361	.7	.3	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees . . . . .	38 107	206 445 828	7 520 476	3.6	1.8	X
	20130	Alcoholic drinks served at the establishment . . . . .	1 515	1 458 882	112 465	7.7	Z	X
	20140	Packaged liquor, wine, & beer . . . . .	51 729	285 817 491	15 766 981	5.5	3.8	67.4
	20141	Distilled spirits, including liquor, brandy, & liqueurs . . . . .	17 639	143 932 306	2 823 727	2.0	.7	X
	20142	Wine . . . . .	34 490	225 782 464	4 778 447	2.1	1.2	X
	20143	Beer & ale . . . . .	48 589	262 464 405	8 164 807	3.1	2.0	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others . . . . .	76 708	400 599 873	12 715 495	3.2	3.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics . . . . .	72 496	402 852 025	36 631 926	9.1	8.8	62.8
	20161	Prescriptions . . . . .	19 272	230 748 097	18 673 965	8.1	4.5	X
	20162	Nonprescription medicines . . . . .	40 530	222 928 974	2 850 945	1.3	.7	X
	20163	Vitamins, minerals, & other dietary supplements . . . . .	24 783	204 714 543	2 099 474	1.0	.5	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs . . . . .	34 503	208 074 812	2 148 490	1.0	.5	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. . . . .	21 289	195 571 482	1 879 621	1.0	.5	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. . . . .	54 050	332 737 613	8 979 431	2.7	2.2	X
	20180	Soaps, detergents, & household cleaners . . . . .	68 792	394 134 193	10 033 980	2.5	2.4	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. . . . .	70 028	394 615 601	10 302 901	2.6	2.5	X
	20200	Men's wear . . . . .	4 278	57 220 411	28 289	Z	Z	X
	20220	Women's, juniors', & misses' wear . . . . .	6 364	78 348 477	108 336	.1	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories . . . . .	5 071	69 649 519	43 997	.1	Z	X
	20260	Footwear, including accessories . . . . .	5 350	76 526 262	24 493	Z	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. . . . .	6 853	94 494 132	20 132	Z	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings . . . . .	5 673	74 294 661	27 599	Z	Z	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. . . . .	93	792 492	3 943	.5	Z	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
4451		Grocery stores—Con.						
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	7 740	104 049 818	134 890	.1	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	134	1 770 292	3 943	.2	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	6 999	89 524 130	259 206	.3	.1	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	91	764 892	3 943	.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	15 953	169 988 899	1 334 143	.8	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	5 129	52 813 657	137 609	.3	Z	X
	20420	Books .....	13 730	139 005 100	691 337	.5	.2	X
	20440	Photographic equipment & supplies .....	11 483	124 102 456	405 568	.3	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	13 346	125 250 385	360 797	.3	.1	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	139	1 642 963	209	Z	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	3 535	48 211 488	73 751	.2	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	9 812	114 968 149	402 191	.4	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	21 746	257 263 494	2 997 772	1.2	.7	X
	20720	Automotive fuels .....	2 862	25 648 959	2 237 876	8.7	.5	X
	20730	Automotive lubricants, including oil, greases, etc. ....	17 030	106 531 277	140 220	.1	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	4 194	48 697 313	30 109	.1	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	7 547	85 202 758	243 350	.3	.1	X
	20800	Pets, pet foods, & pet supplies .....	34 872	245 817 371	3 746 941	1.5	.9	X
	20850	All other merchandise .....	46 665	249 364 715	4 574 639	1.8	1.1	71.6
	20851	Stationery products, including stationery, tablets, pads, & related products .....	11 076	97 769 275	188 292	.2	Z	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper .....	5 343	67 077 019	44 432	.1	Z	X
	20853	Office & school supplies .....	14 116	121 790 064	341 675	.3	.1	X
	20855	Greeting cards .....	19 409	178 021 348	1 126 142	.6	.3	X
	20856	Magazines & newspapers .....	37 460	209 871 184	1 983 638	.9	.5	X
	20866	Ice .....	24 775	127 650 269	409 796	.3	.1	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	9 394	75 818 040	403 588	.5	.1	X
	20883	All other merchandise .....	273	2 111 876	77 076	3.7	Z	X
	29810	All other merchandise .....	13 347	106 959 330	3 700 089	3.5	.9	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	19 456	166 139 763	1 222 974	.7	.3	68.0
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals .....	7 283	72 262 237	310 277	.4	.1	X
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others .....	1 378	14 416 920	47 526	.3	Z	X
	29917	Receipts from photofinishing performed by this establishment .....	6 606	97 204 218	360 851	.4	.1	X
	29918	Receipts from photofinishing contracted out to other establishments ..	8 687	112 504 664	179 013	.2	Z	X
	29929	Receipts from photocopying, faxing, & check cashing services .....	1 349	5 027 864	37 513	.7	Z	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	7 325	43 523 809	287 794	.7	.1	X
44511		Supermarkets and other grocery (except convenience) stores .....	66 092	X	394 274 447	X	100.0	73.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	66 092	394 274 447	288 675 926	73.2	73.2	72.5
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	57 996	390 130 623	49 193 757	12.6	12.5	X
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	57 376	389 961 085	40 348 638	10.3	10.2	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	53 487	361 699 492	22 320 646	6.2	5.7	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	57 346	367 925 086	34 531 760	9.4	8.8	X
	20105	Bakery products baked on premises .....	32 421	290 099 253	6 521 254	2.2	1.7	X
	20106	Bakery products not baked on the premises, excluding frozen .....	41 900	276 622 952	10 958 248	4.0	2.8	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	46 776	348 341 474	14 982 430	4.3	3.8	X
	20108	Bottled, canned, or packaged soft drinks .....	46 647	278 562 782	11 480 756	4.1	2.9	X
	20109	Candy .....	41 734	265 957 828	3 666 221	1.4	.9	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	60 922	390 915 229	94 672 216	24.2	24.0	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	25 512	212 403 530	6 426 673	3.0	1.6	71.9
	20123	Soup & salad bars .....	14 083	151 388 492	1 003 718	.7	.3	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	23 679	192 494 947	5 422 955	2.8	1.4	X
	20130	Alcoholic drinks served at the establishment .....	1 080	1 238 022	86 740	7.0	Z	X
	20140	Packaged liquor, wine, & beer .....	32 784	275 057 682	13 626 125	5.0	3.5	69.2
	20141	Distilled spirits, including liquor, brandy, & liqueurs .....	13 831	141 379 649	2 700 970	1.9	.7	X
	20142	Wine .....	21 911	218 266 522	4 544 449	2.1	1.2	X
	20143	Beer & ale .....	29 788	251 796 054	6 380 706	2.5	1.6	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. 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]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
44511		Supermarkets and other grocery (except convenience) stores—Con.						
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	50 863	381 243 677	7 526 699	2.0	1.9	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	51 276	385 856 688	36 221 993	9.4	9.2	64.5
	20161	Prescriptions .....	18 959	230 545 513	18 669 726	8.1	4.7	X
	20162	Nonprescription medicines .....	27 164	215 693 889	2 735 512	1.3	.7	X
	20163	Vitamins, minerals, & other dietary supplements .....	21 622	202 790 841	2 059 604	1.0	.5	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	22 730	195 463 422	2 010 703	1.0	.5	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	19 260	194 541 225	1 866 901	1.0	.5	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	40 317	325 057 250	8 879 547	2.7	2.3	X
	20180	Soaps, detergents, & household cleaners .....	50 707	382 635 465	9 860 804	2.6	2.5	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	50 521	382 402 843	10 105 254	2.6	2.6	X
	20200	Men's wear .....	4 012	57 063 341	19 714	Z	Z	X
	20220	Women's, juniors', & misses' wear .....	6 209	78 279 249	106 454	.1	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	5 006	69 609 154	43 370	.1	Z	X
	20260	Footwear, including accessories .....	5 300	76 489 243	23 656	Z	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	6 774	94 436 616	19 714	Z	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	5 659	74 285 249	27 599	Z	Z	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. ....	93	792 492	3 943	.5	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	7 636	104 001 714	134 053	.1	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	134	1 770 292	3 943	.2	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	6 736	89 342 590	256 278	.3	.1	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	91	764 892	3 943	.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	15 539	169 754 863	1 328 705	.8	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	4 423	52 525 242	134 053	.3	Z	X
	20420	Books .....	11 168	136 813 233	650 553	.5	.2	X
	20440	Photographic equipment & supplies .....	9 712	123 092 482	394 274	.3	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	10 726	123 766 692	343 019	.3	.1	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	3 038	48 022 628	63 084	.1	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	9 297	114 702 322	398 217	.3	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	21 368	256 913 172	2 992 543	1.2	.8	X
	20720	Automotive fuels .....	2 459	25 442 530	2 203 994	8.7	.6	X
	20730	Automotive lubricants, including oil, greases, etc. ....	9 055	101 170 823	94 626	.1	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	3 884	48 503 642	27 599	.1	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	6 608	84 638 896	224 736	.3	.1	X
	20800	Pets, pet foods, & pet supplies .....	27 073	241 209 221	3 682 523	1.5	.9	X
	20850	All other merchandise .....	27 911	233 670 694	3 962 458	1.7	1.0	73.5
	20851	Stationery products, including stationery, tablets, pads, & related products .....	8 596	96 307 377	171 414	.2	Z	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper .....	5 166	66 953 664	42 993	.1	Z	X
	20853	Office & school supplies .....	11 625	120 298 347	326 028	.3	.1	X
	20855	Greeting cards .....	17 041	176 636 351	1 107 575	.6	.3	X
	20856	Magazines & newspapers .....	21 909	195 535 637	1 561 748	.8	.4	X
	20866	Ice .....	13 399	120 606 792	315 250	.3	.1	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	6 737	74 300 271	373 854	.5	.1	X
	20883	All other merchandise .....	157	2 032 935	63 596	3.1	Z	X
	29810	All other merchandise .....	9 111	103 702 065	3 497 214	3.4	.9	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	14 658	162 823 518	1 103 968	.7	.3	69.8
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals .....	6 519	71 897 981	297 277	.4	.1	X
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others .....	1 236	14 331 726	45 771	.3	Z	X
	29917	Receipts from photofinishing performed by this establishment .....	6 587	97 190 986	360 699	.4	.1	X
	29918	Receipts from photofinishing contracted out to other establishments ..	8 652	112 484 999	178 754	.2	Z	X
	29929	Receipts from photocopying, faxing, & check cashing services .....	627	4 619 303	22 488	.5	Z	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	4 025	40 961 512	198 979	.5	.1	X
445110		Supermarkets and other grocery (except convenience) stores .....	66 092	X	394 274 447	X	100.0	73.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	66 092	394 274 447	288 675 926	73.2	73.2	72.5

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445110		Supermarkets and other grocery (except convenience) stores—Con.						
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.—Con.						
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration	57 996	390 130 623	49 193 757	12.6	12.5	X
	20102	Produce, including fresh & prepackaged fruits & vegetables	57 376	389 961 085	40 348 638	10.3	10.2	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc.	53 487	361 699 492	22 320 646	6.2	5.7	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc.	57 346	367 925 086	34 531 760	9.4	8.8	X
	20105	Bakery products baked on premises	32 421	290 099 253	6 521 254	2.2	1.7	X
	20106	Bakery products not baked on the premises, excluding frozen	41 900	276 622 952	10 958 248	4.0	2.8	X
	20107	Delicatessen items, including deli meats & other service delicatessen items	46 776	348 341 474	14 982 430	4.3	3.8	X
	20108	Bottled, canned, or packaged soft drinks	46 647	278 562 782	11 480 756	4.1	2.9	X
	20109	Candy	41 734	265 957 828	3 666 221	1.4	.9	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items	60 922	390 915 229	94 672 216	24.2	24.0	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	25 512	212 403 530	6 426 673	3.0	1.6	71.9
	20123	Soup & salad bars	14 083	151 388 492	1 003 718	.7	.3	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees	23 679	192 494 947	5 422 955	2.8	1.4	X
	20130	Alcoholic drinks served at the establishment	1 080	1 238 022	86 740	7.0	Z	X
	20140	Packaged liquor, wine, & beer	32 784	275 057 682	13 626 125	5.0	3.5	69.2
	20141	Distilled spirits, including liquor, brandy, & liqueurs	13 831	141 379 649	2 700 970	1.9	.7	X
	20142	Wine	21 911	218 266 522	4 544 449	2.1	1.2	X
	20143	Beer & ale	29 788	251 796 054	6 380 706	2.5	1.6	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	50 863	381 243 677	7 526 699	2.0	1.9	X
	20160	Drugs, health aids, beauty aids, including cosmetics	51 276	385 856 688	36 221 993	9.4	9.2	64.5
	20161	Prescriptions	18 959	230 545 513	18 669 726	8.1	4.7	X
	20162	Nonprescription medicines	27 164	215 693 889	2 735 512	1.3	.7	X
	20163	Vitamins, minerals, & other dietary supplements	21 622	202 790 841	2 059 604	1.0	.5	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	22 730	195 463 422	2 010 703	1.0	.5	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	19 260	194 541 225	1 866 901	1.0	.5	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	40 317	325 057 250	8 879 547	2.7	2.3	X
	20180	Soaps, detergents, & household cleaners	50 707	382 635 465	9 860 804	2.6	2.5	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	50 521	382 402 843	10 105 254	2.6	2.6	X
	20200	Men's wear	4 012	57 063 341	19 714	Z	Z	X
	20220	Women's, juniors', & misses' wear	6 209	78 279 249	106 454	.1	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	5 006	69 609 154	43 370	.1	Z	X
	20260	Footwear, including accessories	5 300	76 489 243	23 656	Z	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	6 774	94 436 616	19 714	Z	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	5 659	74 285 249	27 599	Z	Z	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	93	792 492	3 943	.5	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	7 636	104 001 714	134 053	.1	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	134	1 770 292	3 943	.2	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	6 736	89 342 590	256 278	.3	.1	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	91	764 892	3 943	.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	15 539	169 754 863	1 328 705	.8	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	4 423	52 525 242	134 053	.3	Z	X
	20420	Books	11 168	136 813 233	650 553	.5	.2	X
	20440	Photographic equipment & supplies	9 712	123 092 482	394 274	.3	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	10 726	123 766 692	343 019	.3	.1	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	3 038	48 022 628	63 084	.1	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	9 297	114 702 322	398 217	.3	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	21 368	256 913 172	2 992 543	1.2	.8	X
	20720	Automotive fuels	2 459	25 442 530	2 203 994	8.7	.6	X
	20730	Automotive lubricants, including oil, greases, etc.	9 055	101 170 823	94 626	.1	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	3 884	48 503 642	27 599	.1	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal	6 608	84 638 896	224 736	.3	.1	X
	20800	Pets, pet foods, & pet supplies	27 073	241 209 221	3 682 523	1.5	.9	X
	20850	All other merchandise	27 911	233 670 694	3 962 458	1.7	1.0	73.5

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						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445110		Supermarkets and other grocery (except convenience) stores—Con.						
	20850	All other merchandise—Con.						
	20851	Stationery products, including stationery, tablets, pads, & related products . . . . .	8 596	96 307 377	171 414	.2	Z	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper . . . . .	5 166	66 953 664	42 993	.1	Z	X
	20853	Office & school supplies . . . . .	11 625	120 298 347	326 028	.3	.1	X
	20855	Greeting cards . . . . .	17 041	176 636 351	1 107 575	.6	.3	X
	20856	Magazines & newspapers . . . . .	21 909	195 535 637	1 561 748	.8	.4	X
	20866	Ice . . . . .	13 399	120 606 792	315 250	.3	.1	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons . . . . .	6 737	74 300 271	373 854	.5	.1	X
	20883	All other merchandise . . . . .	157	2 032 935	63 596	3.1	Z	X
	29810	All other merchandise . . . . .	9 111	103 702 065	3 497 214	3.4	.9	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided . . . . .	14 658	162 823 518	1 103 968	.7	.3	69.8
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals . . . . .	6 519	71 897 981	297 277	.4	.1	X
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others . . . . .	1 236	14 331 726	45 771	.3	Z	X
	29917	Receipts from photofinishing performed by this establishment . . . . .	6 587	97 190 986	360 699	.4	.1	X
	29918	Receipts from photofinishing contracted out to other establishments . . . . .	8 652	112 484 999	178 754	.2	Z	X
	29929	Receipts from photocopying, faxing, & check cashing services . . . . .	627	4 619 303	22 488	.5	Z	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. . . . .	4 025	40 961 512	198 979	.5	.1	X
44512		Convenience stores. . . . .	29 422	X	20 914 764	X	100.0	35.0
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. . . . .	29 422	20 914 764	9 430 145	45.1	45.1	32.1
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration . . . . .	9 534	5 163 437	522 847	10.1	2.5	X
	20102	Produce, including fresh & prepackaged fruits & vegetables . . . . .	9 241	5 847 350	221 602	3.8	1.1	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. . . . .	14 575	9 557 211	309 441	3.2	1.5	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. . . . .	23 985	18 651 787	1 354 482	7.3	6.5	X
	20105	Bakery products baked on premises . . . . .	2 671	1 993 386	82 996	4.2	.4	X
	20106	Bakery products not baked on the premises, excluding frozen . . . . .	19 373	15 860 920	726 192	4.6	3.5	X
	20107	Delicatessen items, including deli meats & other service delicatessen items . . . . .	14 542	13 781 993	486 145	3.5	2.3	X
	20108	Bottled, canned, or packaged soft drinks . . . . .	26 462	19 560 115	1 710 033	8.7	8.2	X
	20109	Candy . . . . .	24 871	18 641 120	826 233	4.4	4.0	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items . . . . .	25 362	19 198 708	3 190 174	16.6	15.3	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption . . . . .	14 608	14 038 199	2 134 164	15.2	10.2	33.8
	20123	Soup & salad bars . . . . .	1 525	916 835	36 643	4.0	.2	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees . . . . .	14 428	13 950 881	2 097 521	15.0	10.0	X
	20130	Alcoholic drinks served at the establishment . . . . .	435	220 860	25 725	11.6	.1	X
	20140	Packaged liquor, wine, & beer . . . . .	18 945	10 759 809	2 140 856	19.9	10.2	33.0
	20141	Distilled spirits, including liquor, brandy, & liqueurs . . . . .	3 808	2 552 657	122 757	4.8	.6	X
	20142	Wine . . . . .	12 579	7 515 942	233 998	3.1	1.1	X
	20143	Beer & ale . . . . .	18 801	10 668 351	1 784 101	16.7	8.5	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others . . . . .	25 845	19 356 196	5 188 796	26.8	24.8	X
	20160	Drugs, health aids, beauty aids, including cosmetics . . . . .	21 220	16 995 337	409 933	2.4	2.0	29.2
	20161	Prescriptions . . . . .	313	202 584	4 239	2.1	Z	X
	20162	Nonprescription medicines . . . . .	13 366	7 235 085	115 433	1.6	.6	X
	20163	Vitamins, minerals, & other dietary supplements . . . . .	3 161	1 923 702	39 870	2.1	.2	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs . . . . .	11 773	12 611 390	137 787	1.1	.7	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. . . . .	2 029	1 030 257	12 720	1.2	.1	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. . . . .	13 733	7 680 363	99 884	1.3	.5	X
	20180	Soaps, detergents, & household cleaners . . . . .	18 085	11 498 728	173 176	1.5	.8	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. . . . .	19 507	12 212 758	197 647	1.6	.9	X
	20200	Men's wear . . . . .	266	157 070	8 575	5.5	Z	X
	20220	Women's, juniors', & misses' wear . . . . .	155	69 228	1 882	2.7	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories . . . . .	65	40 365	627	1.6	Z	X
	20260	Footwear, including accessories . . . . .	50	37 019	837	2.3	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. . . . .	79	57 516	418	.7	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. . . . .	104	48 104	837	1.7	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	263	181 540	2 928	1.6	Z	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. 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]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
44512		Convenience stores—Con.						
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	414	234 036	5 438	2.3	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	706	288 415	3 556	1.2	Z	X
	20420	Books .....	2 562	2 191 867	40 784	1.9	.2	X
	20440	Photographic equipment & supplies .....	1 771	1 009 974	11 294	1.1	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	2 620	1 483 693	17 778	1.2	.1	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	11	10 667	209	2.0	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	497	188 860	10 667	5.6	.1	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	515	265 827	3 974	1.5	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	378	350 322	5 229	1.5	Z	X
	20720	Automotive fuels .....	403	206 429	33 882	16.4	.2	X
	20730	Automotive lubricants, including oil, greases, etc. ....	7 975	5 360 454	45 594	.9	.2	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	310	193 671	2 510	1.3	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	939	563 862	18 614	3.3	.1	X
	20800	Pets, pet foods, & pet supplies .....	7 799	4 608 150	64 418	1.4	.3	X
	20850	All other merchandise .....	18 754	15 694 021	612 181	3.9	2.9	34.7
	20851	Stationery products, including stationery, tablets, pads, & related products .....	2 480	1 461 898	16 878	1.2	.1	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper .....	177	123 355	1 439	1.2	Z	X
	20853	Office & school supplies .....	2 491	1 491 717	15 647	1.0	.1	X
	20855	Greeting cards .....	2 368	1 384 997	18 567	1.3	.1	X
	20856	Magazines & newspapers .....	15 551	14 335 547	421 890	2.9	2.0	X
	20866	Ice .....	11 376	7 043 477	94 546	1.3	.5	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	2 657	1 517 769	29 734	2.0	.1	X
	20883	All other merchandise .....	116	78 941	13 480	17.1	.1	X
	29810	All other merchandise .....	4 236	3 257 265	202 875	6.2	1.0	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	4 798	3 316 245	119 006	3.6	.6	32.9
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals .....	764	364 256	13 000	3.6	.1	X
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others .....	142	85 194	1 755	2.1	Z	X
	29917	Receipts from photofinishing performed by this establishment .....	19	13 232	152	1.1	Z	X
	29918	Receipts from photofinishing contracted out to other establishments ..	35	19 665	259	1.3	Z	X
	29929	Receipts from photocopying, faxing, & check cashing services .....	722	408 561	15 025	3.7	.1	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	3 300	2 562 297	88 815	3.5	.4	X
445120		Convenience stores .....	29 422	X	20 914 764	X	100.0	35.0
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	29 422	20 914 764	9 430 145	45.1	45.1	32.1
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	9 534	5 163 437	522 847	10.1	2.5	X
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	9 241	5 847 350	221 602	3.8	1.1	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	14 575	9 557 211	309 441	3.2	1.5	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	23 985	18 651 787	1 354 482	7.3	6.5	X
	20105	Bakery products baked on premises .....	2 671	1 993 386	82 996	4.2	.4	X
	20106	Bakery products not baked on the premises, excluding frozen .....	19 373	15 860 920	726 192	4.6	3.5	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	14 542	13 781 993	486 145	3.5	2.3	X
	20108	Bottled, canned, or packaged soft drinks .....	26 462	19 560 115	1 710 033	8.7	8.2	X
	20109	Candy .....	24 871	18 641 120	826 233	4.4	4.0	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	25 362	19 198 708	3 190 174	16.6	15.3	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	14 608	14 038 199	2 134 164	15.2	10.2	33.8
	20123	Soup & salad bars .....	1 525	916 835	36 643	4.0	.2	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	14 428	13 950 881	2 097 521	15.0	10.0	X
	20130	Alcoholic drinks served at the establishment .....	435	220 860	25 725	11.6	.1	X
	20140	Packaged liquor, wine, & beer .....	18 945	10 759 809	2 140 856	19.9	10.2	33.0
	20141	Distilled spirits, including liquor, brandy, & liqueurs .....	3 808	2 552 657	122 757	4.8	.6	X
	20142	Wine .....	12 579	7 515 942	233 998	3.1	1.1	X
	20143	Beer & ale .....	18 801	10 668 351	1 784 101	16.7	8.5	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	25 845	19 356 196	5 188 796	26.8	24.8	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	21 220	16 995 337	409 933	2.4	2.0	29.2
	20161	Prescriptions .....	313	202 584	4 239	2.1	Z	X
	20162	Nonprescription medicines .....	13 366	7 235 085	115 433	1.6	.6	X
	20163	Vitamins, minerals, & other dietary supplements .....	3 161	1 923 702	39 870	2.1	.2	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	11 773	12 611 390	137 787	1.1	.7	X

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**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445120		Convenience stores—Con.						
	20160	Drugs, health aids, beauty aids, including cosmetics—Con.						
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	2 029	1 030 257	12 720	1.2	.1	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	13 733	7 680 363	99 884	1.3	.5	X
	20180	Soaps, detergents, & household cleaners . . . . .	18 085	11 498 728	173 176	1.5	.8	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	19 507	12 212 758	197 647	1.6	.9	X
	20200	Men's wear . . . . .	266	157 070	8 575	5.5	Z	X
	20220	Women's, juniors', & misses' wear . . . . .	155	69 228	1 882	2.7	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories . . . . .	65	40 365	627	1.6	Z	X
	20260	Footwear, including accessories . . . . .	50	37 019	837	2.3	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	79	57 516	418	.7	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	104	48 104	837	1.7	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	263	181 540	2 928	1.6	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	414	234 036	5 438	2.3	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	706	288 415	3 556	1.2	Z	X
	20420	Books . . . . .	2 562	2 191 867	40 784	1.9	.2	X
	20440	Photographic equipment & supplies . . . . .	1 771	1 009 974	11 294	1.1	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles . . . . .	2 620	1 483 693	17 778	1.2	.1	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	11	10 667	209	2.0	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	497	188 860	10 667	5.6	.1	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures . . . . .	515	265 827	3 974	1.5	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	378	350 322	5 229	1.5	Z	X
	20720	Automotive fuels . . . . .	403	206 429	33 882	16.4	.2	X
	20730	Automotive lubricants, including oil, greases, etc. ....	7 975	5 360 454	45 594	.9	.2	X
	20740	Automotive tires, tubes, batteries, parts, accessories . . . . .	310	193 671	2 510	1.3	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal . . . . .	939	563 862	18 614	3.3	.1	X
	20800	Pets, pet foods, & pet supplies . . . . .	7 799	4 608 150	64 418	1.4	.3	X
	20850	All other merchandise . . . . .	18 754	15 694 021	612 181	3.9	2.9	34.7
	20851	Stationery products, including stationery, tablets, pads, & related products . . . . .	2 480	1 461 898	16 878	1.2	.1	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper . . . . .	177	123 355	1 439	1.2	Z	X
	20853	Office & school supplies . . . . .	2 491	1 491 717	15 647	1.0	.1	X
	20855	Greeting cards . . . . .	2 368	1 384 997	18 567	1.3	.1	X
	20856	Magazines & newspapers . . . . .	15 551	14 335 547	421 890	2.9	2.0	X
	20866	Ice . . . . .	11 376	7 043 477	94 546	1.3	.5	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons . . . . .	2 657	1 517 769	29 734	2.0	.1	X
	20883	All other merchandise . . . . .	116	78 941	13 480	17.1	.1	X
	29810	All other merchandise . . . . .	4 236	3 257 265	202 875	6.2	1.0	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided . . . . .	4 798	3 316 245	119 006	3.6	.6	32.9
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals . . . . .	764	364 256	13 000	3.6	.1	X
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others . . . . .	142	85 194	1 755	2.1	Z	X
	29917	Receipts from photofinishing performed by this establishment . . . . .	19	13 232	152	1.1	Z	X
	29918	Receipts from photofinishing contracted out to other establishments . .	35	19 665	259	1.3	Z	X
	29929	Receipts from photocopying, faxing, & check cashing services . . . . .	722	408 561	15 025	3.7	.1	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	3 300	2 562 297	88 815	3.5	.4	X
4452		Specialty food stores . . . . .	24 506	X	13 186 043	X	100.0	53.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	24 506	13 186 043	12 490 399	94.7	94.7	50.2
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration . . . . .	8 421	7 201 038	5 089 949	70.7	38.6	X
	20102	Produce, including fresh & prepackaged fruits & vegetables . . . . .	4 746	4 343 749	2 037 415	46.9	15.5	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	2 672	3 195 389	307 448	9.6	2.3	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	5 356	4 658 892	545 157	11.7	4.1	X
	20105	Bakery products baked on premises . . . . .	1 159	1 031 647	68 300	6.6	.5	X
	20106	Bakery products not baked on the premises, excluding frozen . . . . .	6 515	3 725 540	1 334 154	35.8	10.1	X
	20107	Delicatessen items, including deli meats & other service delicatessen items . . . . .	2 483	2 476 918	386 971	15.6	2.9	X
	20108	Bottled, canned, or packaged soft drinks . . . . .	6 570	3 746 032	127 037	3.4	1.0	X
	20109	Candy . . . . .	7 421	3 348 887	1 325 762	39.6	10.1	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items . . . . .	10 668	4 715 965	1 268 206	26.9	9.6	X

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						Estab- lishments with the product line	All estab- lishments <sup>1</sup>			
4452		Specialty food stores—Con.								
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption . . . . .	2 107	1 754 897	287 455	16.4		2.2		50.4
	20123	Soup & salad bars . . . . .	396	348 921	23 817	6.8		.2		X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees . . . . .	1 958	1 641 842	263 638	16.1		2.0		X
	20130	Alcoholic drinks served at the establishment . . . . .	136	108 146	5 098	4.7		Z		X
	20140	Packaged liquor, wine, & beer . . . . .	953	988 835	62 855	6.4		.5		48.6
	20141	Distilled spirits, including liquor, brandy, & liqueurs . . . . .	76	63 226	3 265	5.2		Z		X
	20142	Wine . . . . .	532	605 954	24 613	4.1		.2		X
	20143	Beer & ale . . . . .	757	760 976	34 977	4.6		.3		X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others . . . . .	758	507 443	23 688	4.7		.2		X
	20160	Drugs, health aids, beauty aids, including cosmetics . . . . .	515	571 576	33 502	5.9		.3		32.7
	20162	Nonprescription medicines . . . . .	176	142 581	2 610	1.8		Z		X
	20163	Vitamins, minerals, & other dietary supplements . . . . .	97	258 232	15 900	6.2		.1		X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs . . . . .	76	76 501	1 931	2.5		Z		X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. . . . .	122	194 418	2 795	1.4		Z		X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. . . . .	327	398 026	10 266	2.6		.1		X
	20180	Soaps, detergents, & household cleaners . . . . .	522	627 958	10 362	1.7		.1		X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. . . . .	671	877 989	15 677	1.8		.1		X
	20200	Men's wear . . . . .	46	39 129	671	1.7		Z		X
	20220	Women's, juniors', & misses' wear . . . . .	42	33 930	733	2.2		Z		X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories . . . . .	43	29 987	205	.7		Z		X
	20260	Footwear, including accessories . . . . .	46	16 830	2 429	14.4		Z		X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. . . . .	10	1 517	66	4.4		Z		X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings . . . . .	37	7 540	255	3.4		Z		X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. . . . .	101	32 064	2 029	6.3		Z		X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	7	4 913	28	.6		Z		X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc . . . . .	781	577 595	37 703	6.5		.3		X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. . . . .	80	19 006	1 199	6.3		Z		X
	20420	Books . . . . .	192	236 923	2 559	1.1		Z		X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles . . . . .	313	140 341	2 950	2.1		Z		X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. . . . .	30	16 482	2 011	12.2		Z		X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures . . . . .	46	57 235	2 452	4.3		Z		X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. . . . .	688	682 510	91 889	13.5		.7		X
	20720	Automotive fuels . . . . .	34	21 016	4 589	21.8		Z		X
	20730	Automotive lubricants, including oil, greases, etc. . . . .	16	16 395	132	.8		Z		X
	20780	Household fuels, including oil, LP gas, wood, coal . . . . .	20	19 974	723	3.6		Z		X
	20800	Pets, pet foods, & pet supplies . . . . .	265	250 994	4 118	1.6		Z		X
	20850	All other merchandise . . . . .	1 394	821 405	46 375	5.6		.4		52.6
	20851	Stationery products, including stationery, tablets, pads, & related products . . . . .	144	75 789	1 277	1.7		Z		X
	20853	Office & school supplies . . . . .	29	16 238	151	.9		Z		X
	20855	Greeting cards . . . . .	305	142 417	4 391	3.1		Z		X
	20856	Magazines & newspapers . . . . .	155	112 079	1 870	1.7		Z		X
	20866	Ice . . . . .	297	223 625	2 596	1.2		Z		X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons . . . . .	795	386 945	31 263	8.1		.2		X
	20883	All other merchandise . . . . .	67	114 600	4 802	4.2		Z		X
	29810	All other merchandise . . . . .	352	332 735	34 549	10.4		.3		X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided . . . . .	333	227 188	18 995	8.4		.1		44.4
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others . . . . .	19	5 208	152	2.9		Z		X
	29918	Receipts from photofinishing contracted out to other establishments . . . . .	8	1 607	109	6.8		Z		X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. . . . .	305	218 661	18 497	8.5		.1		X
44521		Meat markets . . . . .	5 847	X	4 449 479	X		100.0		57.6
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. . . . .	5 847	4 449 479	4 257 710	95.7		95.7		57.0
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration . . . . .	5 474	4 075 055	3 349 532	82.2		75.3		X
	20102	Produce, including fresh & prepackaged fruits & vegetables . . . . .	1 215	1 174 262	77 321	6.6		1.7		X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. . . . .	1 385	1 475 492	220 551	14.9		5.0		X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
44521		Meat markets—Con.						
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.—Con.						
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	1 603	1 541 166	60 162	3.9	1.4	X
	20105	Bakery products baked on premises .....	585	502 925	18 819	3.7	.4	X
	20106	Bakery products not baked on the premises, excluding frozen .....	841	1 031 300	95 672	9.3	2.2	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	1 724	1 488 529	260 958	17.5	5.9	X
	20108	Bottled, canned, or packaged soft drinks .....	1 391	1 302 496	30 783	2.4	.7	X
	20109	Candy .....	636	453 535	6 472	1.4	.1	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	1 433	1 339 293	137 440	10.3	3.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	1 036	997 262	125 831	12.6	2.8	56.5
	20123	Soup & salad bars .....	154	121 018	8 116	6.7	.2	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	955	936 718	117 715	12.6	2.6	X
	20130	Alcoholic drinks served at the establishment .....	55	48 944	2 892	5.9	.1	X
	20140	Packaged liquor, wine, & beer .....	370	360 497	19 355	5.4	.4	55.5
	20141	Distilled spirits, including liquor, brandy, & liqueurs .....	19	12 109	610	5.0	Z	X
	20142	Wine .....	172	158 064	4 841	3.1	.1	X
	20143	Beer & ale .....	349	336 347	13 904	4.1	.3	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	424	259 894	5 428	2.1	.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	215	215 755	5 384	2.5	.1	28.0
	20162	Nonprescription medicines .....	129	102 184	1 690	1.7	Z	X
	20163	Vitamins, minerals, & other dietary supplements .....	11	8 201	71	.9	Z	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	54	38 314	512	1.3	Z	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	22	47 537	345	.7	Z	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	151	155 566	2 766	1.8	.1	X
	20180	Soaps, detergents, & household cleaners .....	294	306 525	5 428	1.8	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	415	511 512	8 988	1.8	.2	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc .....	24	17 042	311	1.8	Z	X
	20420	Books .....	6	5 339	44	.8	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	28	11 168	89	.8	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	8	4 850	222	4.6	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	13	6 852	222	3.2	Z	X
	20730	Automotive lubricants, including oil, greases, etc. ....	9	12 014	89	.7	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	11	12 948	44	.3	Z	X
	20800	Pets, pet foods, & pet supplies .....	55	42 359	489	1.2	Z	X
	20850	All other merchandise .....	206	166 233	2 892	1.7	.1	57.2
	20851	Stationery products, including stationery, tablets, pads, & related products .....	25	13 282	116	.9	Z	X
	20853	Office & school supplies .....	29	16 238	151	.9	Z	X
	20855	Greeting cards .....	27	10 674	114	1.1	Z	X
	20856	Magazines & newspapers .....	95	69 720	812	1.2	Z	X
	20866	Ice .....	149	95 627	1 152	1.2	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	15	26 908	522	1.9	Z	X
	29810	All other merchandise .....	58	44 361	1 869	4.2	Z	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	121	76 798	11 480	14.9	.3	48.2
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	116	73 967	11 161	15.1	.3	X
445210		Meat markets .....	5 847	X	4 449 479	X	100.0	57.6
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	5 847	4 449 479	4 257 710	95.7	95.7	57.0
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	5 474	4 075 055	3 349 532	82.2	75.3	X
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	1 215	1 174 262	77 321	6.6	1.7	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	1 385	1 475 492	220 551	14.9	5.0	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	1 603	1 541 166	60 162	3.9	1.4	X
	20105	Bakery products baked on premises .....	585	502 925	18 819	3.7	.4	X
	20106	Bakery products not baked on the premises, excluding frozen .....	841	1 031 300	95 672	9.3	2.2	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	1 724	1 488 529	260 958	17.5	5.9	X
	20108	Bottled, canned, or packaged soft drinks .....	1 391	1 302 496	30 783	2.4	.7	X
	20109	Candy .....	636	453 535	6 472	1.4	.1	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of —		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445210		Meat markets—Con.						
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.—Con.						
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	1 433	1 339 293	137 440	10.3	3.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	1 036	997 262	125 831	12.6	2.8	56.5
	20123	Soup & salad bars .....	154	121 018	8 116	6.7	.2	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	955	936 718	117 715	12.6	2.6	X
	20130	Alcoholic drinks served at the establishment .....	55	48 944	2 892	5.9	.1	X
	20140	Packaged liquor, wine, & beer .....	370	360 497	19 355	5.4	.4	55.5
	20141	Distilled spirits, including liquor, brandy, & liqueurs .....	19	12 109	610	5.0	Z	X
	20142	Wine .....	172	158 064	4 841	3.1	.1	X
	20143	Beer & ale .....	349	336 347	13 904	4.1	.3	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	424	259 894	5 428	2.1	.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	215	215 755	5 384	2.5	.1	28.0
	20162	Nonprescription medicines .....	129	102 184	1 690	1.7	Z	X
	20163	Vitamins, minerals, & other dietary supplements .....	11	8 201	71	.9	Z	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	54	38 314	512	1.3	Z	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	22	47 537	345	.7	Z	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	151	155 566	2 766	1.8	.1	X
	20180	Soaps, detergents, & household cleaners .....	294	306 525	5 428	1.8	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	415	511 512	8 988	1.8	.2	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	24	17 042	311	1.8	Z	X
	20420	Books .....	6	5 339	44	.8	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	28	11 168	89	.8	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	8	4 850	222	4.6	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	13	6 852	222	3.2	Z	X
	20730	Automotive lubricants, including oil, greases, etc. ....	9	12 014	89	.7	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	11	12 948	44	.3	Z	X
	20800	Pets, pet foods, & pet supplies .....	55	42 359	489	1.2	Z	X
	20850	All other merchandise .....	206	166 233	2 892	1.7	.1	57.2
	20851	Stationery products, including stationery, tablets, pads, & related products .....	25	13 282	116	.9	Z	X
	20853	Office & school supplies .....	29	16 238	151	.9	Z	X
	20855	Greeting cards .....	27	10 674	114	1.1	Z	X
	20856	Magazines & newspapers .....	95	69 720	812	1.2	Z	X
	20866	Ice .....	149	95 627	1 152	1.2	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	15	26 908	522	1.9	Z	X
	29810	All other merchandise .....	58	44 361	1 869	4.2	Z	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	121	76 798	11 480	14.9	.3	48.2
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	116	73 967	11 161	15.1	.3	X
44522		Fish and seafood markets .....	2 047	X	1 533 316	X	100.0	52.5
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	2 047	1 533 316	1 480 201	96.5	96.5	41.3
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	2 047	1 533 316	1 324 662	86.4	86.4	X
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	192	281 057	35 066	12.5	2.3	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	423	367 045	40 632	11.1	2.7	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	99	186 911	10 198	5.5	.7	X
	20105	Bakery products baked on premises .....	44	35 144	1 066	3.0	.1	X
	20106	Bakery products not baked on the premises, excluding frozen .....	96	188 445	7 105	3.8	.5	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	161	220 813	15 867	7.2	1.0	X
	20108	Bottled, canned, or packaged soft drinks .....	329	251 847	4 707	1.9	.3	X
	20109	Candy .....	93	37 720	607	1.6	Z	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	342	384 709	40 291	10.5	2.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	305	185 715	37 521	20.2	2.4	51.7
	20123	Soup & salad bars .....	66	50 568	2 290	4.5	.1	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	287	178 268	35 231	19.8	2.3	X

See footnotes at end of table.



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			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
44522		Fish and seafood markets—Con.						
	20130	Alcoholic drinks served at the establishment . . . . .	42	27 538	874	3.2	.1	X
	20140	Packaged liquor, wine, & beer . . . . .	136	122 129	3 419	2.8	.2	48.9
	20142	Wine . . . . .	88	86 020	1 271	1.5	.1	X
	20143	Beer & ale . . . . .	107	97 818	2 148	2.2	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others . . . . .	42	36 002	4 186	11.6	.3	X
	20160	Drugs, health aids, beauty aids, including cosmetics . . . . .	37	10 902	1 733	15.9	.1	37.0
	20162	Nonprescription medicines . . . . .	8	4 368	447	10.2	Z	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. . . . .	33	7 400	1 286	17.4	.1	X
	20180	Soaps, detergents, & household cleaners . . . . .	30	10 442	215	2.1	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. . . . .	37	13 708	322	2.3	Z	X
	20200	Men's wear . . . . .	7	4 983	77	1.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. . . . .	27	103 253	675	.7	Z	X
	20420	Books . . . . .	10	12 696	31	.2	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. . . . .	17	10 181	1 426	14.0	.1	X
	20800	Pets, pet foods, & pet supplies . . . . .	7	3 971	107	2.7	Z	X
	20850	All other merchandise . . . . .	62	28 612	475	1.7	Z	52.5
	20856	Magazines & newspapers . . . . .	12	7 043	77	1.1	Z	X
	20866	Ice . . . . .	45	17 580	258	1.5	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons . . . . .	17	8 374	134	1.6	Z	X
	29810	All other merchandise . . . . .	17	24 901	659	2.6	Z	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided . . . . .	7	2 438	997	40.9	.1	X
445220		Fish and seafood markets . . . . .	2 047	X	1 533 316	X	100.0	52.5
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. . . . .	2 047	1 533 316	1 480 201	96.5	96.5	41.3
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration . . . . .	2 047	1 533 316	1 324 662	86.4	86.4	X
	20102	Produce, including fresh & prepackaged fruits & vegetables . . . . .	192	281 057	35 066	12.5	2.3	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. . . . .	423	367 045	40 632	11.1	2.7	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. . . . .	99	186 911	10 198	5.5	.7	X
	20105	Bakery products baked on premises . . . . .	44	35 144	1 066	3.0	.1	X
	20106	Bakery products not baked on the premises, excluding frozen . . . . .	96	188 445	7 105	3.8	.5	X
	20107	Delicatessen items, including deli meats & other service delicatessen items . . . . .	161	220 813	15 867	7.2	1.0	X
	20108	Bottled, canned, or packaged soft drinks . . . . .	329	251 847	4 707	1.9	.3	X
	20109	Candy . . . . .	93	37 720	607	1.6	Z	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items . . . . .	342	384 709	40 291	10.5	2.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption . . . . .	305	185 715	37 521	20.2	2.4	51.7
	20123	Soup & salad bars . . . . .	66	50 568	2 290	4.5	.1	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees . . . . .	287	178 268	35 231	19.8	2.3	X
	20130	Alcoholic drinks served at the establishment . . . . .	42	27 538	874	3.2	.1	X
	20140	Packaged liquor, wine, & beer . . . . .	136	122 129	3 419	2.8	.2	48.9
	20142	Wine . . . . .	88	86 020	1 271	1.5	.1	X
	20143	Beer & ale . . . . .	107	97 818	2 148	2.2	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others . . . . .	42	36 002	4 186	11.6	.3	X
	20160	Drugs, health aids, beauty aids, including cosmetics . . . . .	37	10 902	1 733	15.9	.1	37.0
	20162	Nonprescription medicines . . . . .	8	4 368	447	10.2	Z	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. . . . .	33	7 400	1 286	17.4	.1	X
	20180	Soaps, detergents, & household cleaners . . . . .	30	10 442	215	2.1	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. . . . .	37	13 708	322	2.3	Z	X
	20200	Men's wear . . . . .	7	4 983	77	1.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. . . . .	27	103 253	675	.7	Z	X
	20420	Books . . . . .	10	12 696	31	.2	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. . . . .	17	10 181	1 426	14.0	.1	X
	20800	Pets, pet foods, & pet supplies . . . . .	7	3 971	107	2.7	Z	X
	20850	All other merchandise . . . . .	62	28 612	475	1.7	Z	52.5
	20856	Magazines & newspapers . . . . .	12	7 043	77	1.1	Z	X
	20866	Ice . . . . .	45	17 580	258	1.5	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons . . . . .	17	8 374	134	1.6	Z	X
	29810	All other merchandise . . . . .	17	24 901	659	2.6	Z	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445220		Fish and seafood markets—Con.						
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	7	2 438	997	40.9	.1	X
44523		Fruit and vegetable markets .....	3 239	X	2 771 737	X	100.0	65.6
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	3 239	2 771 737	2 625 749	94.7	94.7	63.0
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	638	1 290 964	354 472	27.5	12.8	X
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	3 239	2 771 737	1 919 036	69.2	69.2	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	565	1 207 341	27 492	2.3	1.0	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	1 438	1 866 515	74 176	4.0	2.7	X
	20105	Bakery products baked on premises .....	268	346 384	28 857	8.3	1.0	X
	20106	Bakery products not baked on the premises, excluding frozen .....	548	693 184	24 892	3.6	.9	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	275	511 718	52 645	10.3	1.9	X
	20108	Bottled, canned, or packaged soft drinks .....	932	693 738	16 411	2.4	.6	X
	20109	Candy .....	788	594 482	20 586	3.5	.7	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	969	916 225	107 182	11.7	3.9	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	161	163 754	15 716	9.6	.6	65.3
	20123	Soup & salad bars .....	33	55 884	5 048	9.0	.2	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	149	154 798	10 668	6.9	.4	X
	20130	Alcoholic drinks served at the establishment .....	7	3 187	194	6.1	Z	X
	20140	Packaged liquor, wine, & beer .....	214	244 024	10 505	4.3	.4	63.9
	20142	Wine .....	87	181 771	4 866	2.7	.2	X
	20143	Beer & ale .....	174	167 915	5 613	3.3	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	118	101 113	4 074	4.0	.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	130	140 416	5 821	4.1	.2	42.5
	20162	Nonprescription medicines .....	25	31 720	3 325	1.0	Z	X
	20163	Vitamins, minerals, & other dietary supplements .....	49	79 762	3 388	4.2	.1	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	11	22 834	514	2.3	Z	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	21	14 654	188	1.3	Z	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	81	57 139	1 406	2.5	.1	X
	20180	Soaps, detergents, & household cleaners .....	134	137 229	2 467	1.8	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	105	181 965	2 716	1.5	.1	X
	20220	Women's, juniors', & misses' wear .....	9	2 162	28	1.3	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	11	2 993	28	.9	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	41	50 695	1 220	2.4	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	9	5 987	83	1.4	Z	X
	20420	Books .....	41	70 596	693	1.0	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	23	14 108	139	1.0	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	7	44 819	1 330	3.0	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	607	616 434	87 088	14.1	3.1	X
	20720	Automotive fuels .....	18	8 703	2 356	27.1	.1	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	7	5 211	665	12.8	Z	X
	20800	Pets, pet foods, & pet supplies .....	43	31 459	776	2.5	Z	X
	20850	All other merchandise .....	200	147 983	5 599	3.8	.2	64.7
	20851	Stationery products, including stationery, tablets, pads, & related products .....	7	9 429	99	1.1	Z	X
	20855	Greeting cards .....	35	49 188	505	1.0	Z	X
	20856	Magazines & newspapers .....	12	13 284	124	.9	Z	X
	20866	Ice .....	52	84 464	757	.9	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	133	69 781	3 154	4.5	.1	X
	20883	All other merchandise .....	12	2 565	960	37.4	Z	X
	29810	All other merchandise .....	73	83 180	3 104	3.7	.1	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	64	39 303	1 303	3.3	Z	58.7
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	64	39 303	1 303	3.3	Z	X
445230		Fruit and vegetable markets .....	3 239	X	2 771 737	X	100.0	65.6

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445230		Fruit and vegetable markets—Con.						
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	3 239	2 771 737	2 625 749	94.7	94.7	63.0
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	638	1 290 964	354 472	27.5	12.8	X
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	3 239	2 771 737	1 919 036	69.2	69.2	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	565	1 207 341	27 492	2.3	1.0	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	1 438	1 866 515	74 176	4.0	2.7	X
	20105	Bakery products baked on premises .....	268	346 384	28 857	8.3	1.0	X
	20106	Bakery products not baked on the premises, excluding frozen .....	548	693 184	24 892	3.6	.9	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	275	511 718	52 645	10.3	1.9	X
	20108	Bottled, canned, or packaged soft drinks .....	932	693 738	16 411	2.4	.6	X
	20109	Candy .....	788	594 482	20 586	3.5	.7	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	969	916 225	107 182	11.7	3.9	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	161	163 754	15 716	9.6	.6	65.3
	20123	Soup & salad bars .....	33	55 884	5 048	9.0	.2	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	149	154 798	10 668	6.9	.4	X
	20130	Alcoholic drinks served at the establishment .....	7	3 187	194	6.1	Z	X
	20140	Packaged liquor, wine, & beer .....	214	244 024	10 505	4.3	.4	63.9
	20142	Wine .....	87	181 771	4 866	2.7	.2	X
	20143	Beer & ale .....	174	167 915	5 613	3.3	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	118	101 113	4 074	4.0	.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	130	140 416	5 821	4.1	.2	42.5
	20162	Nonprescription medicines .....	25	31 720	325	1.0	Z	X
	20163	Vitamins, minerals, & other dietary supplements .....	49	79 762	3 388	4.2	.1	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	11	22 834	514	2.3	Z	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	21	14 654	188	1.3	Z	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	81	57 139	1 406	2.5	.1	X
	20180	Soaps, detergents, & household cleaners .....	134	137 229	2 467	1.8	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	105	181 965	2 716	1.5	.1	X
	20220	Women's, juniors', & misses' wear .....	9	2 162	28	1.3	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	11	2 993	28	.9	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc .....	41	50 695	1 220	2.4	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	9	5 987	83	1.4	Z	X
	20420	Books .....	41	70 596	693	1.0	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	23	14 108	139	1.0	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	7	44 819	1 330	3.0	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	607	616 434	87 088	14.1	3.1	X
	20720	Automotive fuels .....	18	8 703	2 356	27.1	.1	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	7	5 211	665	12.8	Z	X
	20800	Pets, pet foods, & pet supplies .....	43	31 459	776	2.5	Z	X
	20850	All other merchandise .....	200	147 983	5 599	3.8	.2	64.7
	20851	Stationery products, including stationery, tablets, pads, & related products .....	7	9 429	99	1.1	Z	X
	20855	Greeting cards .....	35	49 188	505	1.0	Z	X
	20856	Magazines & newspapers .....	12	13 284	124	.9	Z	X
	20866	Ice .....	52	84 464	757	.9	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	133	69 781	3 154	4.5	.1	X
	20883	All other merchandise .....	12	2 565	960	37.4	Z	X
	29810	All other merchandise .....	73	83 180	3 104	3.7	.1	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	64	39 303	1 303	3.3	Z	58.7
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	64	39 303	1 303	3.3	Z	X
44529		Other specialty food stores .....	13 373	X	4 431 511	X	100.0	41.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	13 373	4 431 511	4 126 739	93.1	93.1	38.4
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	262	301 703	61 283	20.3	1.4	X
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	100	116 693	5 992	5.1	.1	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	299	145 511	18 773	12.9	.4	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	2 216	1 064 300	400 621	37.6	9.0	X

See footnotes at end of table.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
44529		Other specialty food stores—Con.						
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.—Con.						
	20105	Bakery products baked on premises .....	262	147 194	19 558	13.3	.4	X
	20106	Bakery products not baked on the premises, excluding frozen .....	5 030	1 812 611	1 206 485	66.6	27.2	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	323	255 858	57 501	22.5	1.3	X
	20108	Bottled, canned, or packaged soft drinks .....	3 918	1 497 951	75 136	5.0	1.7	X
	20109	Candy .....	5 904	2 263 150	1 298 097	57.4	29.3	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	7 924	2 075 738	983 293	47.4	22.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	605	408 166	108 387	26.6	2.4	27.1
	20123	Soup & salad bars .....	143	121 451	8 363	6.9	.2	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	567	372 058	100 024	26.9	2.3	X
	20130	Alcoholic drinks served at the establishment .....	32	28 477	1 138	4.0	Z	X
	20140	Packaged liquor, wine, & beer .....	233	262 185	29 576	11.3	.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	174	110 434	10 000	9.1	.2	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	133	204 503	20 564	10.1	.5	35.4
	20162	Nonprescription medicines .....	14	4 309	148	3.4	Z	X
	20163	Vitamins, minerals, & other dietary supplements .....	37	170 269	12 441	7.3	.3	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	11	15 353	905	5.9	Z	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	79	132 227	2 262	1.7	.1	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	62	177 921	4 808	2.7	.1	X
	20180	Soaps, detergents, & household cleaners .....	64	173 762	2 252	1.3	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	114	170 804	3 651	2.1	.1	X
	20200	Men's wear .....	37	33 370	594	1.8	Z	X
	20220	Women's, juniors', & misses' wear .....	31	31 063	705	2.3	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	30	26 289	177	.7	Z	X
	20260	Footwear, including accessories .....	44	15 721	2 429	15.5	.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	10	1 517	66	4.4	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	37	7 540	255	3.4	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	101	32 064	2 029	6.3	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	689	406 605	35 497	8.7	.8	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	71	13 019	1 116	8.6	Z	X
	20420	Books .....	135	148 292	1 791	1.2	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	260	114 452	2 707	2.4	.1	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	35	10 424	1 122	10.8	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	68	59 224	4 579	7.7	.1	X
	20720	Automotive fuels .....	7	2 977	1 153	38.7	Z	X
	20800	Pets, pet foods, & pet supplies .....	160	173 205	2 746	1.6	.1	X
	20850	All other merchandise .....	926	478 577	37 409	7.8	.8	40.7
	20851	Stationery products, including stationery, tablets, pads, & related products .....	110	52 468	1 056	2.0	Z	X
	20855	Greeting cards .....	243	82 555	3 772	4.6	.1	X
	20856	Magazines & newspapers .....	36	22 032	857	3.9	Z	X
	20866	Ice .....	51	25 954	429	1.7	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	630	281 882	27 453	9.7	.6	X
	20883	All other merchandise .....	55	112 035	3 842	3.4	.1	X
	29810	All other merchandise .....	204	180 293	28 917	16.0	.7	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	141	108 649	5 215	4.8	.1	33.2
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others .....	17	4 481	70	1.6	Z	X
	29918	Receipts from photofinishing contracted out to other establishments ..	8	1 607	109	6.8	Z	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	118	102 953	5 036	4.9	.1	X
445291		Baked goods stores .....	4 485	X	1 417 962	X	100.0	48.4
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	4 485	1 417 962	1 392 598	98.2	98.2	44.9
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	10	6 452	641	9.9	Z	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	229	78 470	9 275	11.8	.7	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	1 455	415 832	14 692	3.5	1.0	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. 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]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445291		Baked goods stores—Con.						
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.—Con.						
	20105	Bakery products baked on premises .....	111	33 124	8 063	24.3	.6	X
	20106	Bakery products not baked on the premises, excluding frozen .....	4 485	1 417 962	1 176 147	82.9	82.9	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	154	59 951	7 520	12.5	.5	X
	20108	Bottled, canned, or packaged soft drinks .....	2 963	846 835	44 410	5.2	3.1	X
	20109	Candy .....	2 046	604 420	23 716	3.9	1.7	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	2 555	709 619	107 842	15.2	7.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	109	43 106	10 932	25.4	.8	42.5
	20123	Soup & salad bars .....	36	8 517	512	6.0	Z	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	96	39 526	10 420	26.4	.7	X
	20140	Packaged liquor, wine, & beer .....	44	29 139	6 352	21.8	.4	48.4
	20141	Distilled spirits, including liquor, brandy, & liqueurs .....	17	8 332	1 948	23.4	.1	X
	20142	Wine .....	24	14 191	808	5.7	.1	X
	20143	Beer & ale .....	37	24 941	3 596	14.4	.3	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	30	21 113	1 134	5.4	.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	10	9 500	99	1.0	Z	48.4
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	8	5 782	59	1.0	Z	X
	20180	Soaps, detergents, & household cleaners .....	12	12 379	113	.9	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	10	8 664	113	1.3	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc .....	30	11 273	1 106	9.8	.1	X
	20800	Pets, pet foods, & pet supplies .....	57	16 434	1 163	7.1	.1	X
	20850	All other merchandise .....	64	19 695	907	4.6	.1	48.4
	20855	Greeting cards .....	52	12 529	625	5.0	Z	X
	20856	Magazines & newspapers .....	7	3 321	104	3.1	Z	X
	29810	All other merchandise .....	7	5 176	440	8.5	Z	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	15	4 764	1 815	38.1	.1	X
445292		Confectionery and nut stores .....	3 437	X	1 364 153	X	100.0	60.2
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	3 437	1 364 153	1 322 029	96.9	96.9	60.1
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	52	31 607	899	2.8	.1	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	10	13 601	489	3.6	Z	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	92	38 851	1 811	4.7	.1	X
	20105	Bakery products baked on premises .....	10	2 455	212	8.6	Z	X
	20106	Bakery products not baked on the premises, excluding frozen .....	44	29 984	1 150	3.8	.1	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	11	21 813	529	2.4	Z	X
	20108	Bottled, canned, or packaged soft drinks .....	487	170 383	8 712	5.1	.6	X
	20109	Candy .....	3 412	1 356 841	1 260 528	92.9	92.4	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	348	115 135	47 580	41.3	3.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	68	16 493	3 520	21.3	.3	59.4
	20123	Soup & salad bars .....	8	434	22	5.1	Z	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	62	16 134	3 498	21.7	.3	X
	20140	Packaged liquor, wine, & beer .....	13	5 743	164	2.9	Z	60.2
	20142	Wine .....	13	5 743	134	2.3	Z	X
	20143	Beer & ale .....	6	3 365	30	.9	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	74	39 724	4 611	11.6	.3	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	17	22 740	969	4.3	.1	37.3
	20162	Nonprescription medicines .....	11	2 497	131	5.2	Z	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	13	21 864	445	2.0	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	44	28 374	668	2.4	Z	X
	20200	Men's wear .....	10	1 037	55	5.3	Z	X
	20220	Women's, juniors', & misses' wear .....	11	2 660	177	6.7	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	15	3 329	95	2.9	Z	X
	20260	Footwear, including accessories .....	34	6 616	450	6.8	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc .....	236	94 086	4 256	4.5	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	11	3 997	423	10.6	Z	X
	20420	Books .....	19	3 656	191	5.2	Z	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445292		Confectionery and nut stores—Con.						
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	240	92 053	2 592	2.8	.2	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	8	1 446	27	1.9	Z	X
	20850	All other merchandise .....	495	184 406	21 608	11.7	1.6	59.6
	20851	Stationery products, including stationery, tablets, pads, & related products .....	21	16 726	491	2.9	Z	X
	20855	Greeting cards .....	102	25 070	2 059	8.2	.2	X
	20856	Magazines & newspapers .....	13	3 524	430	12.2	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	418	157 606	18 034	11.4	1.3	X
	20883	All other merchandise .....	6	1 411	391	27.7	Z	X
	29810	All other merchandise .....	61	10 095	750	7.4	.1	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	61	15 197	1 091	7.2	.1	49.8
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others .....	17	4 481	70	1.6	Z	X
	29918	Receipts from photofinishing contracted out to other establishments ..	8	1 607	109	6.8	Z	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	38	9 501	912	9.6	.1	X
445299		All other specialty food stores .....	5 451	X	1 649 396	X	100.0	18.9
4453		Beer, wine, and liquor stores .....	28 881	X	27 760 633	X	100.0	70.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	15 399	14 994 351	1 216 205	8.1	4.4	66.4
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	1 255	1 014 668	67 085	6.6	.2	X
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	379	364 813	7 808	2.1	Z	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	1 211	950 642	19 775	2.1	.1	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	3 230	2 532 846	92 893	3.7	.3	X
	20105	Bakery products baked on premises .....	680	423 141	19 556	4.6	.1	X
	20106	Bakery products not baked on the premises, excluding frozen .....	1 895	1 386 977	43 601	3.1	.2	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	1 207	1 106 583	45 705	4.1	.2	X
	20108	Bottled, canned, or packaged soft drinks .....	12 703	12 608 450	494 917	3.9	1.8	X
	20109	Candy .....	6 325	5 101 828	123 480	2.4	.4	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	6 382	6 855 117	301 385	4.4	1.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	2 118	1 407 742	159 903	11.4	.6	56.7
	20123	Soup & salad bars .....	277	172 941	7 837	4.5	Z	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	1 912	1 302 457	152 066	11.7	.5	X
	20130	Alcoholic drinks served at the establishment .....	1 079	729 827	132 142	18.1	.5	X
	20140	Packaged liquor, wine, & beer .....	28 881	27 760 633	24 503 724	88.3	88.3	66.3
	20141	Distilled spirits, including liquor, brandy, & liqueurs .....	25 218	24 616 464	10 309 697	41.9	37.1	X
	20142	Wine .....	23 833	23 803 355	6 784 591	28.5	24.4	X
	20143	Beer & ale .....	22 259	21 503 664	7 409 436	34.5	26.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	13 215	12 933 957	1 233 139	9.5	4.4	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	2 059	1 485 749	76 898	5.2	.3	47.2
	20161	Prescriptions .....	115	69 221	3 084	4.5	Z	X
	20162	Nonprescription medicines .....	1 404	887 794	15 399	1.7	.1	X
	20163	Vitamins, minerals, & other dietary supplements .....	542	345 125	4 303	1.2	Z	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	647	406 085	6 837	1.7	Z	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	507	426 306	30 444	7.1	.1	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	1 082	755 919	16 831	2.2	.1	X
	20180	Soaps, detergents, & household cleaners .....	1 825	1 232 850	43 029	3.5	.2	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	1 852	1 440 499	25 817	1.8	.1	X
	20200	Men's wear .....	29	53 856	833	1.5	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	6	5 830	278	4.8	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	24	55 799	278	.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	497	794 232	21 931	2.8	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	94	214 867	3 609	1.7	Z	X
	20420	Books .....	132	220 975	1 388	.6	Z	X
	20440	Photographic equipment & supplies .....	206	143 800	1 110	.8	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	170	94 664	1 943	2.1	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	94	55 799	6 107	10.9	Z	X

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			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
4453		Beer, wine, and liquor stores—Con.						
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures . . . . .	21	11 659	278	2.4	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. . . . .	31	45 527	555	1.2	Z	X
	20720	Automotive fuels . . . . .	215	335 348	63 573	19.0	.2	X
	20730	Automotive lubricants, including oil, greases, etc. . . . .	468	338 680	4 164	1.2	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories . . . . .	14	11 382	278	2.4	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal . . . . .	82	66 348	1 110	1.7	Z	X
	20800	Pets, pet foods, & pet supplies . . . . .	697	415 854	5 275	1.3	Z	X
	20850	All other merchandise . . . . .	4 980	4 725 693	103 548	2.2	.4	70.2
	20851	Stationery products, including stationery, tablets, pads, & related products . . . . .	374	196 967	1 794	.9	Z	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper . . . . .	62	17 249	159	.9	Z	X
	20853	Office & school supplies . . . . .	421	249 942	2 804	1.1	Z	X
	20855	Greeting cards . . . . .	379	292 520	2 246	.8	Z	X
	20856	Magazines & newspapers . . . . .	2 141	1 548 137	31 188	2.0	.1	X
	20866	Ice . . . . .	3 496	3 515 490	43 301	1.2	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons . . . . .	675	688 439	14 665	2.1	.1	X
	20883	All other merchandise . . . . .	111	75 280	7 391	9.8	Z	X
	29810	All other merchandise . . . . .	1 592	2 118 692	72 456	3.4	.3	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided . . . . .	1 289	1 255 058	81 062	6.5	.3	54.3
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals . . . . .	168	115 365	6 565	5.7	Z	X
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others . . . . .	182	111 901	3 114	2.8	Z	X
	29917	Receipts from photofinishing performed by this establishment . . . . .	8	6 037	1 050	17.4	Z	X
	29929	Receipts from photocopying, faxing, & check cashing services . . . . .	465	369 226	20 136	5.5	.1	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. . . . .	562	761 921	50 197	6.6	.2	X
44531		Beer, wine, and liquor stores . . . . .	28 881	X	27 760 633	X	100.0	70.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. . . . .	15 399	14 994 351	1 216 205	8.1	4.4	66.4
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration . . . . .	1 255	1 014 668	67 085	6.6	.2	X
	20102	Produce, including fresh & prepackaged fruits & vegetables . . . . .	379	364 813	7 808	2.1	Z	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. . . . .	1 211	950 642	19 775	2.1	.1	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. . . . .	3 230	2 532 846	92 893	3.7	.3	X
	20105	Bakery products baked on premises . . . . .	680	423 141	19 556	4.6	.1	X
	20106	Bakery products not baked on the premises, excluding frozen . . . . .	1 895	1 386 977	43 601	3.1	.2	X
	20107	Delicatessen items, including deli meats & other service delicatessen items . . . . .	1 207	1 106 583	45 705	4.1	.2	X
	20108	Bottled, canned, or packaged soft drinks . . . . .	12 703	12 608 450	494 917	3.9	1.8	X
	20109	Candy . . . . .	6 325	5 101 828	123 480	2.4	.4	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items . . . . .	6 382	6 855 117	301 385	4.4	1.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption . . . . .	2 118	1 407 742	159 903	11.4	.6	56.7
	20123	Soup & salad bars . . . . .	277	172 941	7 837	4.5	Z	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees . . . . .	1 912	1 302 457	152 066	11.7	.5	X
	20130	Alcoholic drinks served at the establishment . . . . .	1 079	729 827	132 142	18.1	.5	X
	20140	Packaged liquor, wine, & beer . . . . .	28 881	27 760 633	24 503 724	88.3	88.3	66.3
	20141	Distilled spirits, including liquor, brandy, & liqueurs . . . . .	25 218	24 616 464	10 309 697	41.9	37.1	X
	20142	Wine . . . . .	23 833	23 803 355	6 784 591	28.5	24.4	X
	20143	Beer & ale . . . . .	22 259	21 503 664	7 409 436	34.5	26.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others . . . . .	13 215	12 933 957	1 233 139	9.5	4.4	X
	20160	Drugs, health aids, beauty aids, including cosmetics . . . . .	2 059	1 485 749	76 898	5.2	.3	47.2
	20161	Prescriptions . . . . .	115	69 221	3 084	4.5	Z	X
	20162	Nonprescription medicines . . . . .	1 404	887 794	15 399	1.7	.1	X
	20163	Vitamins, minerals, & other dietary supplements . . . . .	542	345 125	4 303	1.2	Z	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs . . . . .	647	406 085	6 837	1.7	Z	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. . . . .	507	426 306	30 444	7.1	.1	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. . . . .	1 082	755 919	16 831	2.2	.1	X
	20180	Soaps, detergents, & household cleaners . . . . .	1 825	1 232 850	43 029	3.5	.2	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. . . . .	1 852	1 440 499	25 817	1.8	.1	X
	20200	Men's wear . . . . .	29	53 856	833	1.5	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings . . . . .	6	5 830	278	4.8	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	24	55 799	278	.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. . . . .	497	794 232	21 931	2.8	.1	X

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						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
44531		Beer, wine, and liquor stores—Con.						
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	94	214 867	3 609	1.7	Z	X
	20420	Books .....	132	220 975	1 388	.6	Z	X
	20440	Photographic equipment & supplies .....	206	143 800	1 110	.8	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	170	94 664	1 943	2.1	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	94	55 799	6 107	10.9	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	21	11 659	278	2.4	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	31	45 527	555	1.2	Z	X
	20720	Automotive fuels .....	215	335 348	63 573	19.0	.2	X
	20730	Automotive lubricants, including oil, greases, etc. ....	468	338 680	4 164	1.2	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	14	11 382	278	2.4	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	82	66 348	1 110	1.7	Z	X
	20800	Pets, pet foods, & pet supplies .....	697	415 854	5 275	1.3	Z	X
	20850	All other merchandise .....	4 980	4 725 693	103 548	2.2	.4	70.2
	20851	Stationery products, including stationery, tablets, pads, & related products .....	374	196 967	1 794	.9	Z	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper .....	62	17 249	159	.9	Z	X
	20853	Office & school supplies .....	421	249 942	2 804	1.1	Z	X
	20855	Greeting cards .....	379	292 520	2 246	.8	Z	X
	20856	Magazines & newspapers .....	2 141	1 548 137	31 188	2.0	.1	X
	20866	Ice .....	3 496	3 515 490	43 301	1.2	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	675	688 439	14 665	2.1	.1	X
	20883	All other merchandise .....	111	75 280	7 391	9.8	Z	X
	29810	All other merchandise .....	1 592	2 118 692	72 456	3.4	.3	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	1 289	1 255 058	81 062	6.5	.3	54.3
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals .....	168	115 365	6 565	5.7	Z	X
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others .....	182	111 901	3 114	2.8	Z	X
	29917	Receipts from photofinishing performed by this establishment .....	8	6 037	1 050	17.4	Z	X
	29929	Receipts from photocopying, faxing, & check cashing services .....	465	369 226	20 136	5.5	.1	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. ....	562	761 921	50 197	6.6	.2	X
445310		Beer, wine, and liquor stores .....	28 881	X	27 760 633	X	100.0	70.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	15 399	14 994 351	1 216 205	8.1	4.4	66.4
	20101	Meat, fish, & poultry, including prepackaged meats requiring refrigeration .....	1 255	1 014 668	67 085	6.6	.2	X
	20102	Produce, including fresh & prepackaged fruits & vegetables .....	379	364 813	7 808	2.1	Z	X
	20103	Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. ....	1 211	950 642	19 775	2.1	.1	X
	20104	Dairy products & related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. ....	3 230	2 532 846	92 893	3.7	.3	X
	20105	Bakery products baked on premises .....	680	423 141	19 556	4.6	.1	X
	20106	Bakery products not baked on the premises, excluding frozen .....	1 895	1 386 977	43 601	3.1	.2	X
	20107	Delicatessen items, including deli meats & other service delicatessen items .....	1 207	1 106 583	45 705	4.1	.2	X
	20108	Bottled, canned, or packaged soft drinks .....	12 703	12 608 450	494 917	3.9	1.8	X
	20109	Candy .....	6 325	5 101 828	123 480	2.4	.4	X
	20111	All other foods, including dry groceries, canned & bottled foods, & other food items .....	6 382	6 855 117	301 385	4.4	1.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	2 118	1 407 742	159 903	11.4	.6	56.7
	20123	Soup & salad bars .....	277	172 941	7 837	4.5	Z	X
	20124	All other meals & snacks, including prepared sandwiches, dishes, and entrees .....	1 912	1 302 457	152 066	11.7	.5	X
	20130	Alcoholic drinks served at the establishment .....	1 079	729 827	132 142	18.1	.5	X
	20140	Packaged liquor, wine, & beer .....	28 881	27 760 633	24 503 724	88.3	88.3	66.3
	20141	Distilled spirits, including liquor, brandy, & liqueurs .....	25 218	24 616 464	10 309 697	41.9	37.1	X
	20142	Wine .....	23 833	23 803 355	6 784 591	28.5	24.4	X
	20143	Beer & ale .....	22 259	21 503 664	7 409 436	34.5	26.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	13 215	12 933 957	1 233 139	9.5	4.4	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	2 059	1 485 749	76 898	5.2	.3	47.2
	20161	Prescriptions .....	115	69 221	3 084	4.5	Z	X
	20162	Nonprescription medicines .....	1 404	887 794	15 399	1.7	.1	X
	20163	Vitamins, minerals, & other dietary supplements .....	542	345 125	4 303	1.2	Z	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	647	406 085	6 837	1.7	Z	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	507	426 306	30 444	7.1	.1	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	1 082	755 919	16 831	2.2	.1	X
	20180	Soaps, detergents, & household cleaners .....	1 825	1 232 850	43 029	3.5	.2	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. 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]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
445310		Beer, wine, and liquor stores—Con.						
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	1 852	1 440 499	25 817	1.8	.1	X
	20200	Men's wear . . . . .	29	53 856	833	1.5	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings . . . . .	6	5 830	278	4.8	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	24	55 799	278	.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	497	794 232	21 931	2.8	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	94	214 867	3 609	1.7	Z	X
	20420	Books . . . . .	132	220 975	1 388	.6	Z	X
	20440	Photographic equipment & supplies . . . . .	206	143 800	1 110	.8	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles . . . . .	170	94 664	1 943	2.1	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. . . . .	94	55 799	6 107	10.9	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures . . . . .	21	11 659	278	2.4	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. . . . .	31	45 527	555	1.2	Z	X
	20720	Automotive fuels . . . . .	215	335 348	63 573	19.0	.2	X
	20730	Automotive lubricants, including oil, greases, etc. . . . .	468	338 680	4 164	1.2	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories . . . . .	14	11 382	278	2.4	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal . . . . .	82	66 348	1 110	1.7	Z	X
	20800	Pets, pet foods, & pet supplies . . . . .	697	415 854	5 275	1.3	Z	X
	20850	All other merchandise . . . . .	4 980	4 725 693	103 548	2.2	.4	70.2
	20851	Stationery products, including stationery, tablets, pads, & related products . . . . .	374	196 967	1 794	.9	Z	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper . . . . .	62	17 249	159	.9	Z	X
	20853	Office & school supplies . . . . .	421	249 942	2 804	1.1	Z	X
	20855	Greeting cards . . . . .	379	292 520	2 246	.8	Z	X
	20856	Magazines & newspapers . . . . .	2 141	1 548 137	31 188	2.0	.1	X
	20866	Ice . . . . .	3 496	3 515 490	43 301	1.2	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons . . . . .	675	688 439	14 665	2.1	.1	X
	20883	All other merchandise . . . . .	111	75 280	7 391	9.8	Z	X
	29810	All other merchandise . . . . .	1 592	2 118 692	72 456	3.4	.3	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided . . . . .	1 289	1 255 058	81 062	6.5	.3	54.3
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals . . . . .	168	115 365	6 565	5.7	Z	X
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others . . . . .	182	111 901	3 114	2.8	Z	X
	29917	Receipts from photofinishing performed by this establishment . . . . .	8	6 037	1 050	17.4	Z	X
	29929	Receipts from photocopying, faxing, & check cashing services . . . . .	465	369 226	20 136	5.5	.1	X
	29969	All other nonmerchandise receipts, including receipts from customers for delivery, rental or lease of equipment, etc. . . . .	562	761 921	50 197	6.6	.2	X

<sup>1</sup>Product line sales and/or product line percents may not sum to totals 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.

<sup>2</sup>Sales of establishments reporting product line sales as percent of total sales.

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

**Table 4. Concentration by Largest Firms for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
445	Food and beverage stores						
	All firms .....	148 901	456 135 887	100.0	48 702 616	11 946 312	2 837 225
	4 largest firms .....	7 016	128 498 500	28.2	13 900 719	3 486 307	667 636
	8 largest firms .....	10 710	180 110 436	39.5	19 222 394	4 867 240	1 004 564
	20 largest firms .....	13 581	225 711 132	49.5	24 472 344	6 132 716	1 267 686
	50 largest firms .....	17 746	270 385 987	59.3	29 026 663	7 226 162	1 524 757
4451	Grocery stores						
	All firms .....	95 514	415 189 211	100.0	44 574 151	10 979 016	2 573 727
	4 largest firms .....	7 012	128 488 497	30.9	13 900 176	3 486 176	667 611
	8 largest firms .....	10 667	180 069 323	43.4	19 220 322	4 866 948	1 004 492
	20 largest firms .....	13 503	225 609 394	54.3	24 465 818	6 131 164	1 267 391
	50 largest firms .....	17 660	270 256 808	65.1	29 018 128	7 224 210	1 524 372
44511	Supermarkets and other grocery (except convenience) stores						
	All firms .....	66 092	394 274 447	100.0	42 742 014	10 539 454	2 432 487
	4 largest firms .....	6 843	128 302 722	32.5	13 877 546	3 480 941	665 794
	8 largest firms .....	10 498	179 883 548	45.6	19 197 692	4 861 713	1 002 675
	20 largest firms .....	13 333	225 421 724	57.2	24 442 997	6 125 886	1 265 558
	50 largest firms .....	16 529	268 964 215	68.2	28 866 651	7 189 831	1 512 036
445110	Supermarkets and other grocery (except convenience) stores						
	All firms .....	66 092	394 274 447	100.0	42 742 014	10 539 454	2 432 487
	4 largest firms .....	6 843	128 302 722	32.5	13 877 546	3 480 941	665 794
	8 largest firms .....	10 498	179 883 548	45.6	19 197 692	4 861 713	1 002 675
	20 largest firms .....	13 333	225 421 724	57.2	24 442 997	6 125 886	1 265 558
	50 largest firms .....	16 529	268 964 215	68.2	28 866 651	7 189 831	1 512 036
44512	Convenience stores						
	All firms .....	29 422	20 914 764	100.0	1 832 137	439 562	141 240
	4 largest firms .....	1 624	3 260 307	15.6	322 654	78 074	22 265
	8 largest firms .....	1 992	3 929 729	18.8	400 072	96 417	26 722
	20 largest firms .....	2 674	4 668 548	22.3	480 842	115 849	32 099
	50 largest firms .....	3 266	5 328 674	25.5	553 587	133 773	36 911
445120	Convenience stores						
	All firms .....	29 422	20 914 764	100.0	1 832 137	439 562	141 240
	4 largest firms .....	1 624	3 260 307	15.6	322 654	78 074	22 265
	8 largest firms .....	1 992	3 929 729	18.8	400 072	96 417	26 722
	20 largest firms .....	2 674	4 668 548	22.3	480 842	115 849	32 099
	50 largest firms .....	3 266	5 328 674	25.5	553 587	133 773	36 911
4452	Specialty food stores						
	All firms .....	24 506	13 186 043	100.0	2 059 391	478 795	130 401
	4 largest firms .....	1 701	868 621	6.6	314 758	77 127	12 451
	8 largest firms .....	2 258	1 214 196	9.2	365 223	89 803	16 589
	20 largest firms .....	3 514	1 752 820	13.3	448 556	108 595	20 206
	50 largest firms .....	3 892	2 323 021	17.6	545 420	130 457	25 064
44521	Meat markets						
	All firms .....	5 847	4 449 479	100.0	572 904	135 302	35 524
	4 largest firms .....	224	294 200	6.6	28 840	7 125	2 294
	8 largest firms .....	305	404 777	9.1	41 968	10 077	3 024
	20 largest firms .....	359	556 092	12.5	60 452	14 528	3 995
	50 largest firms .....	428	799 187	18.0	89 300	21 064	5 124
445210	Meat markets						
	All firms .....	5 847	4 449 479	100.0	572 904	135 302	35 524
	4 largest firms .....	224	294 200	6.6	28 840	7 125	2 294
	8 largest firms .....	305	404 777	9.1	41 968	10 077	3 024
	20 largest firms .....	359	556 092	12.5	60 452	14 528	3 995
	50 largest firms .....	428	799 187	18.0	89 300	21 064	5 124
44522	Fish and seafood markets						
	All firms .....	2 047	1 533 316	100.0	183 955	41 695	10 261
	4 largest firms .....	6	106 342	6.9	24 079	5 126	607
	8 largest firms .....	11	157 548	10.3	29 373	6 440	890
	20 largest firms .....	27	261 981	17.1	37 127	8 268	1 255
	50 largest firms .....	62	420 933	27.5	54 071	12 421	2 032
445220	Fish and seafood markets						
	All firms .....	2 047	1 533 316	100.0	183 955	41 695	10 261
	4 largest firms .....	6	106 342	6.9	24 079	5 126	607
	8 largest firms .....	11	157 548	10.3	29 373	6 440	890
	20 largest firms .....	27	261 981	17.1	37 127	8 268	1 255
	50 largest firms .....	62	420 933	27.5	54 071	12 421	2 032
44523	Fruit and vegetable markets						
	All firms .....	3 239	2 771 737	100.0	316 882	69 546	19 094
	4 largest firms .....	66	150 578	5.4	18 048	4 147	698
	8 largest firms .....	71	226 475	8.2	30 953	7 424	1 261
	20 largest firms .....	96	386 444	13.9	52 443	12 058	2 256
	50 largest firms .....	135	640 640	23.1	83 807	19 017	3 816

See footnotes at end of table.

**Table 4. Concentration by Largest Firms for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
445230	Fruit and vegetable markets						
	All firms .....	3 239	2 771 737	100.0	316 882	69 546	19 094
	4 largest firms .....	66	150 578	5.4	18 048	4 147	698
	8 largest firms .....	71	226 475	8.2	30 953	7 424	1 261
	20 largest firms .....	96	386 444	13.9	52 443	12 058	2 256
	50 largest firms .....	135	640 640	23.1	83 807	19 017	3 816
44529	Other specialty food stores						
	All firms .....	13 373	4 431 511	100.0	985 650	232 252	65 522
	4 largest firms .....	1 965	840 741	19.0	321 850	79 018	13 322
	8 largest firms .....	2 906	1 137 722	25.7	368 210	89 129	15 358
	20 largest firms .....	3 415	1 434 393	32.4	422 206	101 366	18 723
	50 largest firms .....	3 656	1 673 392	37.8	464 999	111 952	21 623
445291	Baked goods stores						
	All firms .....	4 485	1 417 962	100.0	497 888	118 192	26 285
	4 largest firms .....	1 406	486 226	34.3	279 841	68 032	9 733
	8 largest firms .....	1 466	560 897	39.6	302 962	72 193	10 476
	20 largest firms .....	1 608	641 671	45.3	318 876	75 965	11 557
	50 largest firms .....	1 671	717 711	50.6	335 768	79 940	12 721
445292	Confectionery and nut stores						
	All firms .....	3 437	1 364 153	100.0	210 982	51 870	17 284
	4 largest firms .....	903	557 197	40.8	76 930	19 691	4 984
	8 largest firms .....	1 074	664 847	48.7	91 970	23 873	6 236
	20 largest firms .....	1 183	760 424	55.7	105 424	27 403	7 421
	50 largest firms .....	1 322	863 703	63.3	121 873	31 140	8 768
445299	All other specialty food stores						
	All firms .....	5 451	1 649 396	100.0	276 780	62 190	21 953
	4 largest firms .....	806	185 405	11.2	29 468	5 871	1 709
	8 largest firms .....	856	243 601	14.8	39 826	8 292	2 475
	20 largest firms .....	885	308 552	18.7	46 826	9 870	2 905
	50 largest firms .....	919	402 008	24.4	59 887	12 950	3 538
4453	Beer, wine, and liquor stores						
	All firms .....	28 881	27 760 633	100.0	2 069 074	488 501	133 097
	4 largest firms .....	1 156	1 961 432	7.1	136 389	34 051	6 679
	8 largest firms .....	1 438	2 763 341	10.0	171 138	42 490	8 544
	20 largest firms .....	1 727	3 733 277	13.4	227 339	55 477	11 199
	50 largest firms .....	2 146	4 730 079	17.0	302 793	72 855	14 380
44531	Beer, wine, and liquor stores						
	All firms .....	28 881	27 760 633	100.0	2 069 074	488 501	133 097
	4 largest firms .....	1 156	1 961 432	7.1	136 389	34 051	6 679
	8 largest firms .....	1 438	2 763 341	10.0	171 138	42 490	8 544
	20 largest firms .....	1 727	3 733 277	13.4	227 339	55 477	11 199
	50 largest firms .....	2 146	4 730 079	17.0	302 793	72 855	14 380
445310	Beer, wine, and liquor stores						
	All firms .....	28 881	27 760 633	100.0	2 069 074	488 501	133 097
	4 largest firms .....	1 156	1 961 432	7.1	136 389	34 051	6 679
	8 largest firms .....	1 438	2 763 341	10.0	171 138	42 490	8 544
	20 largest firms .....	1 727	3 733 277	13.4	227 339	55 477	11 199
	50 largest firms .....	2 146	4 730 079	17.0	302 793	72 855	14 380

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

# Appendix A.

## Explanation of Terms

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### **ANNUAL PAYROLL**

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). Includes tips and gratuities received by employees from patrons and reported to employers. Excludes payrolls of departments or concessions operated by other companies at the establishment. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on Form 941.

### **ESTABLISHMENTS**

An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Retail trade 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 retail trade 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 departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling shoes within a department store would be considered a separate retail establishment under the "shoe stores" classification.

### **FIRMS**

A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. All establishments of subsidiary firms are included as part of the owning or controlling firm. For the economic census, the terms "firm" and "company" are synonymous.

### **FIRST-QUARTER PAYROLL**

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

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

Paid employees consist of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are

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

## **SALES**

Includes merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; gasoline, liquor, tobacco, and other excise taxes that are paid by the manufacturer or wholesaler and passed on to the retailer; and shipping and handling receipts.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from sales. Sales do not include carrying or other credit charges; sales and other taxes (including Hawaii's General Excise Tax) collected from customers and forwarded to taxing authorities; gross sales and receipts of departments or concessions operated by other companies; and commissions or receipts from the sale of government lottery tickets.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

# Appendix B.

## NAICS Codes, Titles, and Descriptions

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### **PART 1. 2002 NAICS**

#### **445 FOOD AND BEVERAGE STORES**

Industries in the Food and Beverage Stores subsector usually retail food and beverages from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authority.

#### **4451 GROCERY STORES**

This industry group comprises establishments primarily engaged in retailing a general line of food products.

#### **44511 SUPERMARKETS AND OTHER GROCERY (EXCEPT CONVENIENCE) STORES**

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

#### **445110 SUPERMARKETS AND OTHER GROCERY (EXCEPT CONVENIENCE) STORES**

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

#### **44512 CONVENIENCE STORES**

This industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

#### **445120 CONVENIENCE STORES**

This industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

#### **4452 SPECIALTY FOOD STORES**

This industry group comprises establishments primarily engaged in retailing specialized lines of food.

#### **44521 MEAT MARKETS**

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.



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#### **445210 MEAT MARKETS**

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

#### **44522 FISH AND SEAFOOD MARKETS**

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

#### **445220 FISH AND SEAFOOD MARKETS**

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

#### **44523 FRUIT AND VEGETABLE MARKETS**

This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

#### **445230 FRUIT AND VEGETABLE MARKETS**

This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

#### **44529 OTHER SPECIALTY FOOD STORES**

This industry comprises establishments primarily engaged in retailing specialty foods (except meat, fish, seafood, and fruits and vegetables) not for immediate consumption and not made on premises.

#### **445291 BAKED GOODS STORES**

This industry comprises establishments primarily engaged in retailing baked goods not for immediate consumption and not made on the premises.

#### **445292 CONFECTIONERY AND NUT STORES**

This industry comprises establishments primarily engaged in retailing candy and other confections, nuts, and popcorn not for immediate consumption and not made on the premises.

#### **445299 ALL OTHER SPECIALTY FOOD STORES**

This industry comprises establishments primarily engaged in retailing miscellaneous specialty foods (except meat, fish, seafood, fruits and vegetables, confections, nuts, popcorn, and baked goods) not for immediate consumption and not made on the premises.

#### **4453 BEER, WINE, AND LIQUOR STORES**

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

#### **44531 BEER, WINE, AND LIQUOR STORES**

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

#### **445310 BEER, WINE, AND LIQUOR STORES**

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

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## **PART 2. 1997 NAICS**

### **445 FOOD AND BEVERAGE STORES**

Industries in the Food and Beverage Stores subsector usually retail food and beverages from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authority.

#### **4451 GROCERY STORES**

This industry group comprises establishments primarily engaged in retailing a general line of food products.

##### **44511 SUPERMARKETS AND OTHER GROCERY (EXCEPT CONVENIENCE) STORES**

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

##### **445110 SUPERMARKETS AND OTHER GROCERY (EXCEPT CONVENIENCE) STORES**

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

##### **44512 CONVENIENCE STORES**

This industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

##### **445120 CONVENIENCE STORES**

This industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

#### **4452 SPECIALTY FOOD STORES**

This industry group comprises establishments primarily engaged in retailing specialized lines of food.

##### **44521 MEAT MARKETS**

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

##### **445210 MEAT MARKETS**

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

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#### **44522 FISH AND SEAFOOD MARKETS**

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

#### **445220 FISH AND SEAFOOD MARKETS**

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

#### **44523 FRUIT AND VEGETABLE MARKETS**

This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

#### **445230 FRUIT AND VEGETABLE MARKETS**

This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

#### **44529 OTHER SPECIALTY FOOD STORES**

This industry comprises establishments primarily engaged in retailing specialty foods (except meat, fish, seafood, and fruits and vegetables) not for immediate consumption and not made on premises.

#### **445291 BAKED GOODS STORES**

This industry comprises establishments primarily engaged in retailing baked goods not for immediate consumption and not made on the premises.

#### **445292 CONFECTIONERY AND NUT STORES**

This industry comprises establishments primarily engaged in retailing candy and other confections, nuts, and popcorn not for immediate consumption and not made on the premises.

#### **445299 ALL OTHER SPECIALTY FOOD STORES**

This industry comprises establishments primarily engaged in retailing miscellaneous specialty foods (except meat, fish, seafood, fruits and vegetables, confections, nuts, popcorn, and baked goods) not for immediate consumption and not made on the premises.

#### **4453 BEER, WINE, AND LIQUOR STORES**

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

#### **44531 BEER, WINE, AND LIQUOR STORES**

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

#### **445310 BEER, WINE, AND LIQUOR STORES**

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

# Appendix C.

## Methodology

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### 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, sales, 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 sales of establishments covered in the census. Data on sales, 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. Sales 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 sales 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/](http://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](http://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/](http://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 sales, 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 sales from administrative records." This includes sales information obtained from administrative records of other federal agencies. The "Percent of sales estimated" includes sales 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, sales, 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.

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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 sales of all establishments included in the category. In a few cases, expansion on the basis of sales 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 sales of establishments responding to the industry-specific inquiry as a percent of total sales 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.

### **CONCENTRATION CATEGORIES**

Concentration categories are based on aggregate sales of all establishments operated by the same firm in a given kind-of-business classification or group for which data are presented. For example, a firm operating three retail establishments – a furniture store (NAICS 4421), a home furnishings store (NAICS 4422), and an electronics and appliance store (NAICS 4431) – would be treated as three one-establishment firms at the most detailed NAICS level, as a two-establishment firm in NAICS 442 and a one-establishment firm in NAICS 443, and as a single three-establishment firm in Retail Trade totals (NAICS 44-45).

### **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](http://www.census.gov/epcd/ec02/disclosure.htm).

## Appendix D. Geographic Notes

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Not applicable for this report.

## Appendix E. Metropolitan and Micropolitan Statistical Areas

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Not applicable for this report.



