

Book, Periodical, and Music Stores: 2002

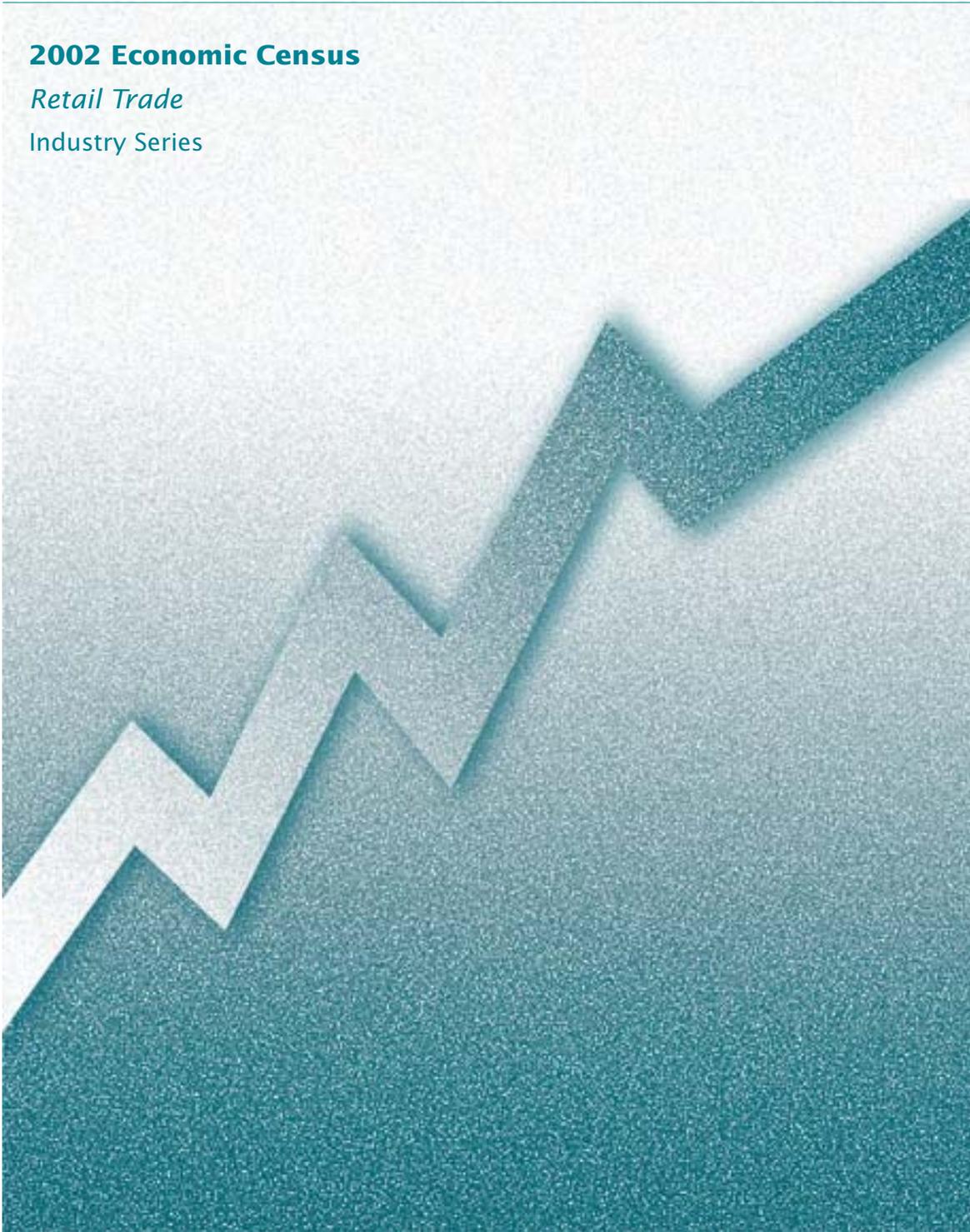
Issued July 2004

EC02-44I-04

2002 Economic Census

Retail Trade

Industry Series



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

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-- Not applicable for this report.

Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

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

INDUSTRY CLASSIFICATIONS

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

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

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

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

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

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

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

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

BASIS OF REPORTING

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

GEOGRAPHIC AREA CODING

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

AVAILABILITY OF ADDITIONAL DATA

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

HISTORICAL INFORMATION

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

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

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

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

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

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

SOURCES FOR MORE INFORMATION

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

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Retail Trade

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.

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.

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. Notes specific to areas in the state are included in Appendix D, Geographic Notes. Data may be presented for —

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.

-
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
 5. Economic places.
 - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments 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.

DISCLOSURE

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

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts 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.

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 administrative records ¹	Estimated ²
4512	Book, periodical, and music stores	19 725	22 562 747	2 590 407	642 053	201 445	8.8	5.3
45121	Book stores and news dealers	12 751	15 370 908	1 852 640	459 535	139 135	9.0	3.4
451211	Book stores	10 898	14 548 642	1 737 572	431 499	130 861	7.5	3.1
4512111	Book stores, general	6 362	9 074 945	1 158 356	281 696	86 372	7.8	3.1
4512112	Specialty book stores	2 693	1 538 619	222 190	53 837	20 048	14.8	4.8
4512113	College book stores	1 843	3 935 078	357 026	95 966	24 441	3.9	2.6
451212	News dealers and newsstands	1 853	822 266	115 068	28 036	8 274	35.9	8.4
45122	Prerecorded tape, compact disc, and record stores	6 974	7 191 839	737 767	182 518	62 310	8.5	9.4
451220	Prerecorded tape, compact disc, and record stores	6 974	7 191 839	737 767	182 518	62 310	8.5	9.4

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

²Includes 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)
4512	Book, periodical, and music stores	19 725 22 834	22 562 747 20 595 699	2 590 407 2 294 557	201 445 197 866
45121	Book stores and news dealers	12 751 14 676	15 370 908 13 228 864	1 852 640 1 566 577	139 135 131 243
451211	Book stores	10 898 12 363	14 548 642 12 375 058	1 737 572 1 447 308	130 861 121 473
4512111	Book stores, general	6 362 7 693	9 074 945 8 167 174	1 158 356 964 743	86 372 78 897
4512112	Specialty book stores	2 693 2 980	1 538 619 1 418 656	222 190 199 287	20 048 18 517
4512113	College book stores	1 843 1 690	3 935 078 2 789 228	357 026 283 278	24 441 24 059
451212	News dealers and newsstands	1 853 2 313	822 266 853 806	115 068 119 269	8 274 9 770
45122	Prerecorded tape, compact disc, and record stores	6 974 8 158	7 191 839 7 366 835	737 767 727 980	62 310 66 623
451220	Prerecorded tape, compact disc, and record stores	6 974 8 158	7 191 839 7 366 835	737 767 727 980	62 310 66 623

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 ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
4512		Book, periodical, and music stores	19 725	X	22 562 747	X	100.0	66.0
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	2 545	3 968 166	146 634	3.7	.7	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 372	3 582 961	186 253	5.2	.8	X
	20140	Packaged liquor, wine, & beer	58	18 857	2 923	15.5	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	919	744 573	67 010	9.0	.3	X
	20160	Drugs, health aids, beauty aids, including cosmetics	470	879 463	13 691	1.6	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	236	221 518	3 137	1.4	Z	X
	20200	Men's wear	2 233	3 981 567	212 545	5.3	.9	X
	20220	Women's, juniors', & misses' wear	1 248	2 540 863	78 676	3.1	.3	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	417	1 380 086	16 080	1.2	.1	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.	6	9 041	437	4.8	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	8 368	13 612 850	2 089 448	15.3	9.3	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	9 995	11 741 431	5 088 076	43.3	22.6	X
	20370	Computer hardware, software, & supplies, including computer game software	3 034	7 705 347	185 705	2.4	.8	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	1 724	2 766 125	85 831	3.1	.4	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	1 693	1 211 479	37 826	3.1	.2	X
	20420	Books	12 248	16 616 943	10 962 633	66.0	48.6	X
	20440	Photographic equipment & supplies	154	387 697	5 152	1.3	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	4 773	5 042 024	296 894	5.9	1.3	X
	20800	Pets, pet foods, & pet supplies	9	3 176	1 089	34.3	Z	X
	20850	All other merchandise	11 796	15 243 137	2 331 067	15.3	10.3	X
	29810	All other merchandise	4 934	7 221 482	461 582	6.4	2.0	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	1 773	2 483 746	287 838	11.6	1.3	X
45121		Book stores and news dealers	12 751	X	15 370 908	X	100.0	72.6
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	2 536	3 948 413	143 908	3.6	.9	69.5
	20108	Bottled, canned, or packaged soft drinks	980	867 301	20 883	2.4	.1	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	2 121	3 498 768	123 025	3.5	.8	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 347	3 578 395	186 165	5.2	1.2	X
	20140	Packaged liquor, wine, & beer	58	18 857	2 923	15.5	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	904	731 212	66 147	9.0	.4	X
	20160	Drugs, health aids, beauty aids, including cosmetics	470	879 463	13 691	1.6	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	217	213 013	2 689	1.3	Z	X
	20200	Men's wear	1 995	3 736 892	206 214	5.5	1.3	X
	20220	Women's, juniors', & misses' wear	1 115	2 318 293	70 663	3.0	.5	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	417	1 380 086	16 080	1.2	.1	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	3 353	7 979 361	451 871	5.7	2.9	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	4 124	5 274 034	767 100	14.5	5.0	X
	20370	Computer hardware, software, & supplies, including computer game software	2 320	6 285 441	112 664	1.8	.7	71.4
	20375	Computer & peripheral equipment	877	2 873 972	54 865	1.9	.4	X
	20376	Prepackaged (off-the-shelf) computer software	1 906	5 353 439	57 799	1.1	.4	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	1 626	2 605 481	80 971	3.1	.5	70.4
	20386	Giftware & glassware including vases	873	685 007	51 555	7.5	.3	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	885	2 075 185	29 416	1.4	.2	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	1 417	929 466	26 957	2.9	.2	X
	20420	Books	11 575	15 009 703	10 747 055	71.6	69.9	69.5
	20421	Trade, including fiction, non-fiction, adult, juvenile, new & back list reading, nonrack size paperbacks	8 407	12 616 891	5 843 796	46.3	38.0	X
	20422	Mass market paperback, rack size	3 969	4 778 701	319 813	6.7	2.1	X
	20423	Religious, including bibles, hymnals, testaments, religious oriented works, etc.	3 863	2 068 091	676 274	32.7	4.4	X
	20424	General reference, including dictionaries, atlases, etc.	2 969	4 508 071	84 394	1.9	.5	X
	20425	Textbooks, including workbooks on elementary, high school, & college levels	3 629	7 428 187	3 453 368	46.5	22.5	X
	20426	Professional, including technical, scientific, business, law, etc.	1 544	1 348 222	106 434	7.9	.7	X
	20427	Other books, including University press, etc.	2 318	3 810 096	262 976	6.9	1.7	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 ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
45121		Book stores and news dealers—Con.						
	20440	Photographic equipment & supplies	154	387 697	5 152	1.3	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	1 873	1 369 365	60 979	4.5	.4	X
	20800	Pets, pet foods, & pet supplies	9	3 176	1 089	34.3	Z	X
	20850	All other merchandise	10 967	14 534 555	2 226 404	15.3	14.5	72.0
	20851	Stationery products, including stationery, tablets, pads, & related products	2 551	4 118 924	81 728	2.0	.5	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	178	219 637	3 981	1.8	Z	X
	20853	Office & school supplies	2 049	3 907 220	185 499	4.7	1.2	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	55	319 298	2 711	.8	Z	X
	20855	Greeting cards	5 344	7 609 982	217 378	2.9	1.4	X
	20856	Magazines & newspapers	6 149	9 742 443	955 792	9.8	6.2	X
	20871	Religious goods, except books	1 784	1 059 511	304 620	28.8	2.0	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	4 801	8 528 441	466 068	5.5	3.0	X
	20883	All other merchandise	85	88 335	8 627	9.8	.1	X
	29810	All other merchandise	2 059	3 296 138	126 138	3.8	.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	977	1 330 264	55 067	4.1	.4	X
451211		Book stores	10 898	X	14 548 642	X	100.0	73.5
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	1 872	3 489 720	62 543	1.8	.4	72.0
	20108	Bottled, canned, or packaged soft drinks	465	686 067	6 238	.9	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	1 555	3 082 073	56 305	1.8	.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 171	3 460 844	167 886	4.9	1.2	X
	20140	Packaged liquor, wine, & beer	6	2 280	826	36.2	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	90	232 450	3 350	1.4	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	307	728 207	8 881	1.2	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	169	200 695	2 286	1.1	Z	X
	20200	Men's wear	1 860	3 520 241	197 120	5.6	1.4	X
	20220	Women's, juniors', & misses' wear	1 033	2 103 887	63 526	3.0	.4	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	363	1 238 352	13 909	1.1	.1	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	3 234	7 942 597	449 544	5.7	3.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	4 000	5 233 472	762 865	14.6	5.2	X
	20370	Computer hardware, software, & supplies, including computer game software	2 316	6 284 520	112 623	1.8	.8	72.3
	20375	Computer & peripheral equipment	873	2 873 051	54 824	1.9	.4	X
	20376	Prepackaged (off-the-shelf) computer software	1 906	5 353 439	57 799	1.1	.4	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	1 563	2 543 943	77 041	3.0	.5	71.4
	20386	Giftware & glassware including vases	810	623 469	47 655	7.6	.3	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	880	2 074 884	29 386	1.4	.2	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	1 376	816 207	25 617	3.1	.2	X
	20420	Books	10 898	14 548 642	10 686 313	73.5	73.5	70.9
	20421	Trade, including fiction, non-fiction, adult, juvenile, new & back list reading, nonrack size paperbacks	7 918	12 271 068	5 797 361	47.2	39.8	X
	20422	Mass market paperback, rack size	3 644	4 611 742	307 042	6.7	2.1	X
	20423	Religious, including bibles, hymnals, testaments, religious oriented works, etc.	3 838	2 054 720	676 002	32.9	4.6	X
	20424	General reference, including dictionaries, atlases, etc.	2 887	4 469 946	83 760	1.9	.6	X
	20425	Textbooks, including workbooks on elementary, high school, & college levels	3 614	7 420 095	3 453 199	46.5	23.7	X
	20426	Professional, including technical, scientific, business, law, etc.	1 527	1 342 615	106 271	7.9	.7	X
	20427	Other books, including University press, etc.	2 311	3 808 123	262 678	6.9	1.8	X
	20440	Photographic equipment & supplies	124	354 173	4 774	1.3	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	1 465	1 173 748	34 805	3.0	.2	X
	20800	Pets, pet foods, & pet supplies	9	3 176	1 089	34.3	Z	X
	20850	All other merchandise	9 114	13 712 289	1 710 238	12.5	11.8	72.9
	20851	Stationery products, including stationery, tablets, pads, & related products	2 297	3 989 771	77 557	1.9	.5	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	130	210 493	3 867	1.8	Z	X
	20853	Office & school supplies	1 947	3 884 525	184 843	4.8	1.3	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	55	319 298	2 711	.8	Z	X
	20855	Greeting cards	4 925	7 324 541	201 202	2.7	1.4	X
	20856	Magazines & newspapers	4 296	8 920 177	496 750	5.6	3.4	X
	20871	Religious goods, except books	1 784	1 059 511	304 620	28.8	2.1	X

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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 ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
451211		Book stores—Con.						
	20850	All other merchandise—Con.						
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons.....	4 384	8 163 338	431 037	5.3	3.0	X
	20883	All other merchandise.....	70	84 100	7 651	9.1	.1	X
	29810	All other merchandise.....	1 760	3 080 458	115 342	3.7	.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.....	877	1 269 104	47 157	3.7	.3	X
4512111		Book stores, general.....	6 362	X	9 074 945	X	100.0	82.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.....	594	617 369	7 351	1.2	.1	78.6
	20108	Bottled, canned, or packaged soft drinks.....	143	25 220	726	2.9	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.....	476	600 546	6 625	1.1	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption.....	1 112	3 304 278	148 107	4.5	1.6	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others.....	57	22 143	1 815	8.2	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics.....	45	26 590	635	2.4	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.....	115	112 529	1 906	1.7	Z	X
	20200	Men's wear.....	117	133 583	1 724	1.3	Z	X
	20220	Women's, juniors', & misses' wear.....	95	91 294	1 361	1.5	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.....	22	12 523	181	1.4	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories.....	2 636	7 577 035	436 427	5.8	4.8	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories.....	2 390	3 925 277	609 491	15.5	6.7	X
	20370	Computer hardware, software, & supplies, including computer game software.....	850	2 885 651	35 938	1.2	.4	81.1
	20375	Computer & peripheral equipment.....	29	58 030	785	1.4	Z	X
	20376	Prepackaged (off-the-shelf) computer software.....	825	2 828 948	35 153	1.2	.4	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.....	287	209 268	11 616	5.6	.1	75.3
	20386	Giftware & glassware including vases.....	214	109 060	9 880	9.1	.1	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.....	95	135 016	1 736	1.3	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.....	282	84 306	3 539	4.2	Z	X
	20420	Books.....	6 362	9 074 945	6 709 675	73.9	73.9	79.1
	20421	Trade, including fiction, non-fiction, adult, juvenile, new & back list reading, nonrack size paperbacks.....	6 050	9 023 853	5 537 561	61.4	61.0	X
	20422	Mass market paperback, rack size.....	3 315	4 241 085	297 641	7.0	3.3	X
	20423	Religious, including bibles, hymnals, testaments, religious oriented works, etc.....	1 193	566 004	22 746	4.0	.3	X
	20424	General reference, including dictionaries, atlases, etc.....	2 273	3 499 299	60 857	1.7	.7	X
	20425	Textbooks, including workbooks on elementary, high school, & college levels.....	1 472	3 255 455	519 128	15.9	5.7	X
	20426	Professional, including technical, scientific, business, law, etc.....	1 199	892 249	35 159	3.9	.4	X
	20427	Other books, including University press, etc.....	1 953	3 287 127	236 583	7.2	2.6	X
	20440	Photographic equipment & supplies.....	46	10 436	363	3.5	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles.....	1 045	818 197	27 407	3.4	.3	X
	20800	Pets, pet foods, & pet supplies.....	9	3 176	1 089	34.3	Z	X
	20850	All other merchandise.....	5 169	8 629 093	1 034 302	12.0	11.4	81.8
	20851	Stationery products, including stationery, tablets, pads, & related products.....	1 644	3 267 838	59 865	1.8	.7	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper.....	37	22 867	548	2.4	Z	X
	20853	Office & school supplies.....	185	120 635	7 312	6.1	.1	X
	20855	Greeting cards.....	2 563	3 980 169	146 828	3.7	1.6	X
	20856	Magazines & newspapers.....	3 866	8 285 741	489 882	5.9	5.4	X
	20871	Religious goods, except books.....	119	36 415	6 340	17.4	.1	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons.....	2 774	5 173 055	320 465	6.2	3.5	X
	20883	All other merchandise.....	40	20 537	2 948	14.4	Z	X
	29810	All other merchandise.....	427	338 858	16 971	5.0	.2	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.....	525	599 582	23 868	4.0	.3	X
4512112		Specialty book stores.....	2 693	X	1 538 619	X	100.0	57.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.....	138	72 700	6 278	8.6	.4	49.5
	20108	Bottled, canned, or packaged soft drinks.....	44	20 203	304	1.5	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.....	107	62 461	5 974	9.6	.4	X

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			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
4512112		Specialty book stores—Con.						
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	38	33 280	1 323	4.0	.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics	50	20 494	415	2.0	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	46	10 724	262	2.4	Z	X
	20200	Men's wear	329	178 664	3 754	2.1	.2	X
	20220	Women's, juniors', & misses' wear	241	131 783	2 508	1.9	.2	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	138	63 053	939	1.5	.1	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	596	335 419	13 078	3.9	.9	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	1 573	971 392	151 446	15.6	9.8	X
	20370	Computer hardware, software, & supplies, including computer game software	490	348 082	4 554	1.3	.3	55.2
	20375	Computer & peripheral equipment	54	50 886	491	1.0	Z	X
	20376	Prepackaged (off-the-shelf) computer software	440	301 352	4 063	1.3	.3	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.	690	361 037	51 298	14.2	3.3	54.0
	20386	Giftware & glassware including vases	535	264 507	35 056	13.3	2.3	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	249	149 206	16 242	10.9	1.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	1 063	506 421	21 094	4.2	1.4	X
	20420	Books	2 693	1 538 619	875 891	56.9	56.9	52.5
	20421	Trade, including fiction, non-fiction, adult, juvenile, new & back list reading, nonrack size paperbacks	823	459 724	113 787	24.8	7.4	X
	20422	Mass market paperback, rack size	277	136 599	5 308	3.9	.3	X
	20423	Religious, including bibles, hymnals, testaments, religious oriented works, etc.	2 587	1 444 486	651 086	45.1	42.3	X
	20424	General reference, including dictionaries, atlases, etc.	313	153 646	8 671	5.6	.6	X
	20425	Textbooks, including workbooks on elementary, high school, & college levels	299	229 562	32 110	14.0	2.1	X
	20426	Professional, including technical, scientific, business, law, etc.	220	167 709	51 826	30.9	3.4	X
	20427	Other books, including University press, etc.	217	140 907	13 103	9.3	.9	X
	20440	Photographic equipment & supplies	29	8 862	200	2.3	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	402	217 745	6 139	2.8	.4	X
	20850	All other merchandise	2 201	1 279 746	379 146	29.6	24.6	56.0
	20851	Stationery products, including stationery, tablets, pads, & related products	501	255 744	8 064	3.2	.5	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	33	26 017	538	2.1	Z	X
	20853	Office & school supplies	102	66 176	3 954	6.0	.3	X
	20855	Greeting cards	1 485	660 848	40 099	6.1	2.6	X
	20856	Magazines & newspapers	317	194 073	5 081	2.6	.3	X
	20871	Religious goods, except books	1 622	1 009 860	296 864	29.4	19.3	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	648	265 035	23 947	9.0	1.6	X
	20883	All other merchandise	18	7 538	584	7.7	Z	X
	29810	All other merchandise	308	207 252	14 001	6.8	.9	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for delly, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	167	98 149	5 739	5.8	.4	X
4512113		College book stores	1 843	X	3 935 078	X	100.0	60.0
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	1 140	2 799 651	48 914	1.7	1.2	59.4
	20108	Bottled, canned, or packaged soft drinks	278	640 644	5 208	.8	.1	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	972	2 419 066	43 706	1.8	1.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	21	123 286	18 456	15.0	.5	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	29	209 661	1 535	.7	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	212	681 123	7 831	1.2	.2	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	8	77 442	118	.2	Z	X
	20200	Men's wear	1 414	3 207 994	191 642	6.0	4.9	X
	20220	Women's, juniors', & misses' wear	697	1 880 810	59 657	3.2	1.5	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	203	1 162 776	12 789	1.1	.3	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	37	336 803	1 928	.6	Z	X
	20370	Computer hardware, software, & supplies, including computer game software	976	3 050 787	72 131	2.4	1.8	58.8
	20375	Computer & peripheral equipment	790	2 764 135	53 548	1.9	1.4	X
	20376	Prepackaged (off-the-shelf) computer software	641	2 223 139	18 583	.8	.5	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 ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
4512113		College book 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	586	1 973 638	14 127	.7	.4	59.1
	20386	Giftware & glassware including vases	61	249 902	2 719	1.1	.1	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	536	1 790 662	11 408	.6	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	31	225 480	984	.4	Z	X
	20420	Books	1 843	3 935 078	3 100 747	78.8	78.8	59.4
	20421	Trade, including fiction, non-fiction, adult, juvenile, new & back list reading, nonrack size paperbacks	1 045	2 787 491	146 013	5.2	3.7	X
	20422	Mass market paperback, rack size	52	234 058	4 093	1.7	.1	X
	20423	Religious, including bibles, hymnals, testaments, religious oriented works, etc.	58	44 230	2 170	4.9	.1	X
	20424	General reference, including dictionaries, atlases, etc.	301	817 001	14 232	1.7	.4	X
	20425	Textbooks, including workbooks on elementary, high school, & college levels	1 843	3 935 078	2 901 961	73.7	73.7	X
	20426	Professional, including technical, scientific, business, law, etc.	108	282 657	19 286	6.8	.5	X
	20427	Other books, including University press, etc.	141	380 089	12 992	3.4	.3	X
	20440	Photographic equipment & supplies	49	334 875	4 211	1.3	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	18	137 806	1 259	.9	Z	X
	20850	All other merchandise	1 744	3 803 450	296 790	7.8	7.5	58.9
	20851	Stationery products, including stationery, tablets, pads, & related products	152	466 189	9 628	2.1	.2	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	60	161 609	2 781	1.7	.1	X
	20853	Office & school supplies	1 660	3 697 714	173 577	4.7	4.4	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	51	318 083	2 582	.8	.1	X
	20855	Greeting cards	113	2 683 524	14 275	.5	.4	X
	20856	Magazines & newspapers	43	440 363	1 787	.4	Z	X
	20871	Religious goods, except books	113	13 236	1 416	10.7	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	962	2 725 248	86 625	3.2	2.2	X
	20883	All other merchandise	12	56 025	4 119	7.4	.1	X
	29810	All other merchandise	1 025	2 534 348	84 370	3.3	2.1	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	185	571 373	17 550	3.1	.4	X
451212		News dealers and newsstands	1 853	X	822 266	X	100.0	56.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	664	458 693	81 365	17.7	9.9	42.5
	20108	Bottled, canned, or packaged soft drinks	515	181 234	14 645	8.1	1.8	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	566	416 695	66 720	16.0	8.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	176	117 551	18 279	15.6	2.2	X
	20140	Packaged liquor, wine, & beer	52	16 577	2 097	12.7	.3	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	814	498 762	62 797	12.6	7.6	X
	20160	Drugs, health aids, beauty aids, including cosmetics	163	151 256	4 810	3.2	.6	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	48	12 318	403	3.3	Z	X
	20200	Men's wear	135	216 651	9 094	4.2	1.1	X
	20220	Women's, juniors', & misses' wear	82	214 406	7 137	3.3	.9	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	54	141 734	2 171	1.5	.3	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	119	36 764	2 327	6.3	.3	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	124	40 562	4 235	10.4	.5	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	63	61 538	3 930	6.4	.5	53.5
	20386	Giftware & glassware including vases	63	61 538	3 900	6.3	.5	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	41	113 259	1 340	1.2	.2	X
	20420	Books	677	461 061	60 742	13.2	7.4	37.1
	20421	Trade, including fiction, non-fiction, adult, juvenile, new & back list reading, nonrack size paperbacks	489	345 823	46 435	13.4	5.6	X
	20422	Mass market paperback, rack size	325	166 959	12 771	7.6	1.6	X
	20423	Religious, including bibles, hymnals, testaments, religious oriented works, etc.	25	13 371	272	2.0	Z	X
	20424	General reference, including dictionaries, atlases, etc.	82	38 125	634	1.7	.1	X
	20425	Textbooks, including workbooks on elementary, high school, & college levels	15	8 092	169	2.1	Z	X
	20426	Professional, including technical, scientific, business, law, etc.	17	5 607	163	2.9	Z	X
	20427	Other books, including University press, etc.	7	1 973	298	15.1	Z	X
	20440	Photographic equipment & supplies	30	33 524	378	1.1	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	408	195 617	26 174	13.4	3.2	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 ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
451212		News dealers and newsstands—Con.						
	20850	All other merchandise	1 853	822 266	516 166	62.8	62.8	56.1
	20851	Stationery products, including stationery, tablets, pads, & related products	254	129 153	4 171	3.2	.5	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	48	9 144	114	1.2	Z	X
	20853	Office & school supplies	102	22 695	656	2.9	.1	X
	20855	Greeting cards	419	285 441	16 176	5.7	2.0	X
	20856	Magazines & newspapers	1 853	822 266	459 042	55.8	55.8	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	417	365 103	35 031	9.6	4.3	X
	20883	All other merchandise	15	4 235	976	23.0	.1	X
	29810	All other merchandise	299	215 680	10 796	5.0	1.3	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	100	61 160	7 910	12.9	1.0	X
45122		Prerecorded tape, compact disc, and record stores	6 974	X	7 191 839	X	100.0	51.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	9	19 753	2 726	13.8	Z	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	25	4 566	88	1.9	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	15	13 361	863	6.5	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	19	8 505	448	5.3	Z	X
	20200	Men's wear	238	244 675	6 331	2.6	.1	X
	20220	Women's, juniors', & misses' wear	133	222 570	8 013	3.6	.1	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	5 015	5 633 489	1 637 577	29.1	22.8	50.1
	20321	Televisions	22	22 287	1 003	4.5	Z	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices	104	461 120	91 749	19.9	1.3	X
	20323	Video tapes, laser discs, & DVDs	4 916	5 175 887	1 544 825	29.8	21.5	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	5 871	6 467 397	4 320 976	66.8	60.1	50.8
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	670	1 135 280	32 744	2.9	.5	X
	20332	Pianos	17	46 556	515	1.1	Z	X
	20334	Other musical instruments & accessories, including string instruments, horns, drums, synthesizers, music stands, musical instrument digital interface (MIDI) equipment, etc.	80	18 226	1 589	8.7	Z	X
	20335	Records, tapes, audio tape books, & compact discs	5 871	6 467 397	4 274 061	66.1	59.4	X
	20336	Sheet music & related items	146	149 581	12 067	8.1	.2	X
	20370	Computer hardware, software, & supplies, including computer game software	714	1 419 906	73 041	5.1	1.0	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.	98	160 644	4 860	3.0	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	276	282 013	10 869	3.9	.2	X
	20420	Books	673	1 607 240	215 578	13.4	3.0	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	2 900	3 672 659	235 915	6.4	3.3	X
	20850	All other merchandise	829	708 582	104 663	14.8	1.5	49.5
	20856	Magazines & newspapers	774	659 987	75 749	11.5	1.1	X
	20883	All other merchandise	158	129 304	28 914	22.4	.4	X
	29810	All other merchandise	2 875	3 925 344	335 444	8.5	4.7	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	796	1 153 482	232 771	20.2	3.2	47.5
	29904	Labor charges for work perf by this estab, incl alteration charges; charges for auto & oth rep, maint, install, const, alteration, etc.; rcpts from landscaping; & rcpts from heater rep/install	38	39 783	6 181	15.5	.1	X
	29907	Parts installed in repair	33	29 027	2 021	7.0	Z	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	718	1 063 158	208 502	19.6	2.9	X
	29957	All other nonmerchandise receipts, including charges for delivery, storage, etc.	80	82 531	15 980	19.4	.2	X
451220		Prerecorded tape, compact disc, and record stores	6 974	X	7 191 839	X	100.0	51.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	9	19 753	2 726	13.8	Z	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	25	4 566	88	1.9	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	15	13 361	863	6.5	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	19	8 505	448	5.3	Z	X
	20200	Men's wear	238	244 675	6 331	2.6	.1	X
	20220	Women's, juniors', & misses' wear	133	222 570	8 013	3.6	.1	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 ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
451220		Prerecorded tape, compact disc, and record stores—Con.						
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	5 015	5 633 489	1 637 577	29.1	22.8	50.1
	20321	Televisions	22	22 287	1 003	4.5	Z	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices	104	461 120	91 749	19.9	1.3	X
	20323	Video tapes, laser discs, & DVDs	4 916	5 175 887	1 544 825	29.8	21.5	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	5 871	6 467 397	4 320 976	66.8	60.1	50.8
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	670	1 135 280	32 744	2.9	.5	X
	20332	Pianos	17	46 556	515	1.1	Z	X
	20334	Other musical instruments & accessories, including string instruments, horns, drums, synthesizers, music stands, musical instrument digital interface (MIDI) equipment, etc.	80	18 226	1 589	8.7	Z	X
	20335	Records, tapes, audio tape books, & compact discs	5 871	6 467 397	4 274 061	66.1	59.4	X
	20336	Sheet music & related items	146	149 581	12 067	8.1	.2	X
	20370	Computer hardware, software, & supplies, including computer game software	714	1 419 906	73 041	5.1	1.0	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.	98	160 644	4 860	3.0	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	276	282 013	10 869	3.9	.2	X
	20420	Books	673	1 607 240	215 578	13.4	3.0	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	2 900	3 672 659	235 915	6.4	3.3	X
	20850	All other merchandise	829	708 582	104 663	14.8	1.5	49.5
	20856	Magazines & newspapers	774	659 987	75 749	11.5	1.1	X
	20883	All other merchandise	158	129 304	28 914	22.4	.4	X
	29810	All other merchandise	2 875	3 925 344	335 444	8.5	4.7	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	796	1 153 482	232 771	20.2	3.2	47.5
	29904	Labor charges for work perf by this estab, incl alteration charges; charges for auto & oth rep, maint, install, const, alteration, etc.; rcpts from landscaping; & rcpts from heater rep/install	38	39 783	6 181	15.5	.1	X
	29907	Parts installed in repair	33	29 027	2 021	7.0	Z	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	718	1 063 158	208 502	19.6	2.9	X
	29957	All other nonmerchandise receipts, including charges for delivery, storage, etc.	80	82 531	15 980	19.4	.2	X

¹Product 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.

²Sales 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			
4512	Book, periodical, and music stores						
	All firms	19 725	22 562 747	100.0	2 590 407	642 053	201 445
	4 largest firms	4 791	10 755 891	47.7	1 111 079	281 694	87 250
	8 largest firms	6 120	13 742 089	60.9	1 358 878	341 346	106 702
	20 largest firms	7 509	15 653 647	69.4	1 552 538	389 280	124 593
	50 largest firms	8 078	16 502 030	73.1	1 661 030	415 126	132 043
45121	Book stores and news dealers						
	All firms	12 751	15 370 908	100.0	1 852 640	459 535	139 135
	4 largest firms	3 499	9 492 246	61.8	1 008 120	255 337	73 073
	8 largest firms	4 140	10 288 434	66.9	1 087 967	274 533	81 508
	20 largest firms	4 482	10 761 603	70.0	1 150 910	289 668	85 709
	50 largest firms	4 871	11 282 543	73.4	1 218 311	306 083	90 742
451211	Book stores						
	All firms	10 898	14 548 642	100.0	1 737 572	431 499	130 861
	4 largest firms	3 491	9 488 706	65.2	1 007 120	255 092	72 987
	8 largest firms	4 132	10 284 894	70.7	1 086 967	274 288	81 422
	20 largest firms	4 400	10 705 745	73.6	1 141 790	287 239	85 106
	50 largest firms	4 769	11 183 783	76.9	1 205 408	302 752	89 964
4512111	Book stores, general						
	All firms	6 362	9 074 945	100.0	1 158 356	281 696	86 372
	4 largest firms	2 389	7 019 562	77.4	817 478	199 801	60 497
	8 largest firms	2 608	7 141 957	78.7	837 922	204 590	62 147
	20 largest firms	2 756	7 317 857	80.6	863 148	210 363	63 909
	50 largest firms	2 885	7 528 555	83.0	898 660	218 932	66 173
4512112	Specialty book stores						
	All firms	2 693	1 538 619	100.0	222 190	53 837	20 048
	4 largest firms	516	578 157	37.6	64 983	15 710	7 079
	8 largest firms	591	641 910	41.7	73 432	17 675	7 809
	20 largest firms	677	730 232	47.5	90 501	21 911	8 809
	50 largest firms	756	847 431	55.1	108 310	26 158	9 934
4512113	College book stores						
	All firms	1 843	3 935 078	100.0	357 026	95 966	24 441
	4 largest firms	1 284	2 787 241	70.8	216 456	61 654	14 687
	8 largest firms	1 316	2 930 311	74.5	234 894	65 919	15 801
	20 largest firms	1 370	3 160 579	80.3	262 025	73 004	17 571
	50 largest firms	1 421	3 437 475	87.4	293 921	80 638	20 062
451212	News dealers and newsstands						
	All firms	1 853	822 266	100.0	115 068	28 036	8 274
	4 largest firms	117	137 155	16.7	18 933	4 807	1 232
	8 largest firms	129	170 670	20.8	22 527	5 751	1 434
	20 largest firms	173	238 794	29.0	32 341	7 827	1 964
	50 largest firms	248	321 951	39.2	45 153	10 745	2 723
45122	Prerecorded tape, compact disc, and record stores						
	All firms	6 974	7 191 839	100.0	737 767	182 518	62 310
	4 largest firms	2 685	4 164 216	57.9	344 489	85 111	32 086
	8 largest firms	3 105	5 065 921	70.4	432 874	106 779	40 875
	20 largest firms	3 421	5 489 296	76.3	477 039	117 728	44 092
	50 largest firms	3 594	5 780 087	80.4	513 856	126 744	46 271
451220	Prerecorded tape, compact disc, and record stores						
	All firms	6 974	7 191 839	100.0	737 767	182 518	62 310
	4 largest firms	2 685	4 164 216	57.9	344 489	85 111	32 086
	8 largest firms	3 105	5 065 921	70.4	432 874	106 779	40 875
	20 largest firms	3 421	5 489 296	76.3	477 039	117 728	44 092
	50 largest firms	3 594	5 780 087	80.4	513 856	126 744	46 271

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

Appendix A.

Explanation of Terms

ANNUAL PAYROLL

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). 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

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

PART 1. 2002 NAICS

4512 BOOK, PERIODICAL, AND MUSIC STORES

This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

45121 BOOK STORES AND NEWS DEALERS

This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.

451211 BOOK STORES

This industry comprises establishments primarily engaged in retailing new books.

4512111 BOOK STORES, GENERAL

This industry comprises establishments primarily engaged in retailing a general line of new books. These establishments may also sell stationery and related items, second-hand books, and magazines.

4512112 SPECIALTY BOOK STORES

This industry comprises establishments primarily engaged in retailing specialty books, such as general reference, religious, and professional books.

4512113 COLLEGE BOOK STORES

This industry comprises establishments primarily engaged in retailing textbooks, generally on the college level. Most of these establishments are located on or near college campuses, and some sell more apparel than books. These establishments may also offer second-hand textbooks. School book stores, other than college, are included in this industry.

451212 NEWS DEALERS AND NEWSSTANDS

This industry comprises establishments primarily engaged in retailing current newspapers, magazines, and other periodicals.

45122 PRERECORDED TAPE, COMPACT DISC, AND RECORD STORES

This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), digital video discs (DVDs), and phonograph records.

451220 PRERECORDED TAPE, COMPACT DISC, AND RECORD STORES

This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), digital video discs (DVDs), and phonograph records.

PART 2. 1997 NAICS

4512 BOOK, PERIODICAL, AND MUSIC STORES

This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

45121 BOOK STORES AND NEWS DEALERS

This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.

451211 BOOK STORES

This industry comprises establishments primarily engaged in retailing new books.

4512111 BOOK STORES, GENERAL

This industry comprises establishments primarily engaged in retailing a general line of new books. These establishments may also sell stationery and related items, second-hand books, and magazines.

4512112 SPECIALTY BOOK STORES

This industry comprises establishments primarily engaged in retailing specialty books, such as general reference, religious, and professional books.

4512113 COLLEGE BOOK STORES

This industry comprises establishments primarily engaged in retailing textbooks, generally on the college level. Most of these establishments are located on or near college campuses, and some sell more apparel than books. These establishments may also offer second-hand textbooks. School book stores, other than college, are included in this industry.

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This industry comprises establishments primarily engaged in retailing current newspapers, magazines, and other periodicals.

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This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), digital video discs (DVDs), and phonograph records.

451220 PRERECORDED TAPE, COMPACT DISC, AND RECORD STORES

This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), digital video discs (DVDs), and phonograph records.

Appendix C.

Methodology

SOURCES OF THE DATA

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

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

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

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

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

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1. Establishments that returned a report form were classified on the basis of their self-designation, product line 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.

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.

Appendix D. Geographic Notes

Not applicable for this report.

Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

