

Sporting Goods, Hobby, and Musical Instrument Stores: 2002

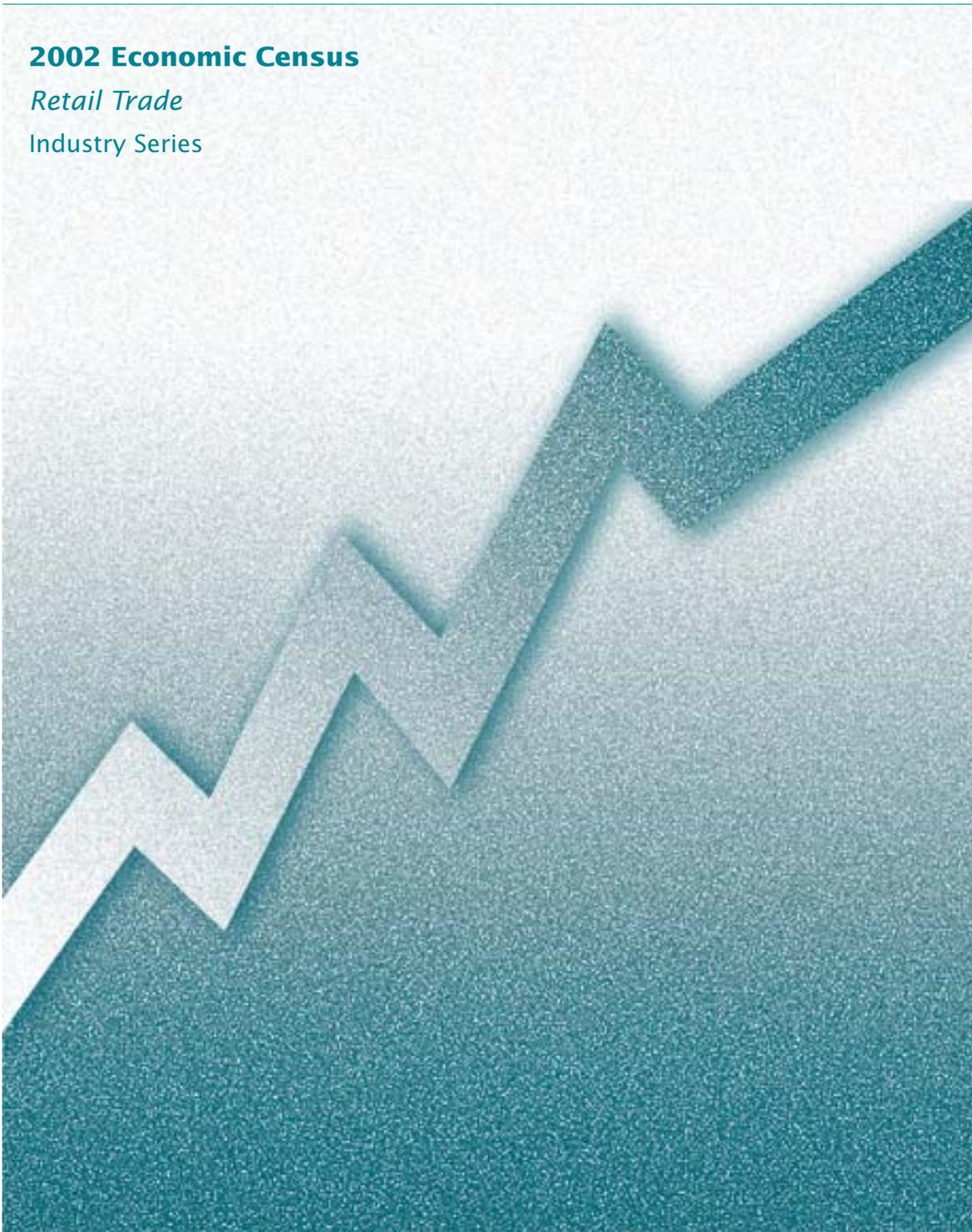
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2002 Economic Census

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

HISTORICAL INFORMATION

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

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

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

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

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

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

SOURCES FOR MORE INFORMATION

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

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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
4511	Sporting goods, hobby, and musical instrument stores	44 535	52 241 081	6 288 133	1 501 558	423 774	12.5	4.8
45111	Sporting goods stores	22 193	25 023 403	3 015 804	717 608	187 693	15.3	6.4
451110	Sporting goods stores	22 193	25 023 403	3 015 804	717 608	187 693	15.3	6.4
4511101	General-line sporting goods stores	6 852	12 976 846	1 411 613	340 664	91 632	10.1	3.9
4511102	Specialty-line sporting goods stores	15 341	12 046 557	1 604 191	376 944	96 061	20.9	9.0
45112	Hobby, toy, and game stores	12 467	18 389 454	2 009 817	471 266	163 137	7.6	2.9
451120	Hobby, toy, and game stores	12 467	18 389 454	2 009 817	471 266	163 137	7.6	2.9
45113	Sewing, needlework, and piece goods stores	5 413	3 891 824	525 061	131 369	39 606	13.0	3.7
451130	Sewing, needlework, and piece goods stores	5 413	3 891 824	525 061	131 369	39 606	13.0	3.7
45114	Musical instrument and supplies stores	4 462	4 936 400	737 451	181 315	33 338	16.7	5.3
451140	Musical instrument and supplies stores	4 462	4 936 400	737 451	181 315	33 338	16.7	5.3

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)
4511	Sporting goods, hobby, and musical instrument stores	44 535 46 315	52 241 081 41 415 227	6 288 133 4 818 678	423 774 362 973
45111	Sporting goods stores	22 193 24 424	25 023 403 20 043 321	3 015 804 2 387 903	187 693 176 190
451110	Sporting goods stores	22 193 24 424	25 023 403 20 043 321	3 015 804 2 387 903	187 693 176 190
4511101	General-line sporting goods stores	6 852 7 458	12 976 846 9 311 810	1 411 613 1 005 295	91 632 80 671
4511102	Specialty-line sporting goods stores	15 341 16 966	12 046 557 10 731 511	1 604 191 1 382 608	96 061 95 519
45112	Hobby, toy, and game stores	12 467 10 824	18 389 454 14 388 277	2 009 817 1 368 645	163 137 111 757
451120	Hobby, toy, and game stores	12 467 10 824	18 389 454 14 388 277	2 009 817 1 368 645	163 137 111 757
45113	Sewing, needlework, and piece goods stores	5 413 6 590	3 891 824 3 182 916	525 061 494 767	39 606 45 351
451130	Sewing, needlework, and piece goods stores	5 413 6 590	3 891 824 3 182 916	525 061 494 767	39 606 45 351
45114	Musical instrument and supplies stores	4 462 4 477	4 936 400 3 800 713	737 451 567 363	33 338 29 675
451140	Musical instrument and supplies stores	4 462 4 477	4 936 400 3 800 713	737 451 567 363	33 338 29 675

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	
4511		Sporting goods, hobby, and musical instrument stores	44 535	X	52 241 081	X	100.0	75.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	2 640	8 631 086	73 455	.9	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	435	1 493 830	35 029	2.3	.1	X
	20140	Packaged liquor, wine, & beer	249	180 756	8 764	4.8	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	291	605 462	8 442	1.4	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	302	258 516	12 172	4.7	Z	X
	20180	Soaps, detergents, & household cleaners	10	10 050	59	.6	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	34	14 836	819	5.5	Z	X
	20200	Men's wear	9 194	17 667 312	2 486 120	14.1	4.8	X
	20220	Women's, juniors', & misses' wear	8 536	17 430 735	1 259 999	7.2	2.4	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	4 186	10 967 519	230 452	2.1	.4	X
	20260	Footwear, including accessories	8 430	17 133 445	2 424 893	14.2	4.6	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	7 344	8 333 715	2 883 256	34.6	5.5	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	2 381	2 723 369	502 142	18.4	1.0	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	340	150 091	38 201	25.5	.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.	15	7 294	2 413	33.1	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	2 887	4 187 735	519 905	12.4	1.0	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	5 339	7 648 417	4 622 745	60.4	8.8	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	1 745	9 066 149	945 391	10.4	1.8	X
	20370	Computer hardware, software, & supplies, including computer game software	1 895	1 647 108	121 675	7.4	.2	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	2 646	6 925 704	1 285 667	18.6	2.5	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	2 132	5 392 261	81 897	1.5	.2	X
	20420	Books	4 410	5 143 158	150 496	2.9	.3	X
	20440	Photographic equipment & supplies	7	13 223	1 427	10.8	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	14 099	24 918 401	10 388 979	41.7	19.9	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	3 153	9 110 347	119 181	1.3	.2	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	22 335	25 092 784	17 344 109	69.1	33.2	X
	20580	Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, van conversions, parts & accessories	74	95 871	9 311	9.7	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	324	484 706	15 273	3.2	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	157	162 464	26 755	16.5	.1	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed	7	12 553	4 354	34.7	Z	X
	20670	Paint & sundries	157	142 273	5 461	3.8	Z	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002	99	141 058	34 775	24.7	.1	X
	20720	Automotive fuels	90	92 632	22 412	24.2	Z	X
	20730	Automotive lubricants, including oil, greases, etc.	66	281 657	5 557	2.0	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	123	307 822	45 083	14.6	.1	X
	20780	Household fuels, including oil, LP gas, wood, coal	9	11 772	296	2.5	Z	X
	20800	Pets, pet foods, & pet supplies	28	16 431	1 662	10.1	Z	X
	20850	All other merchandise	9 102	10 272 904	4 016 482	39.1	7.7	X
	29810	All other merchandise	4 910	16 478 349	1 556 415	9.4	3.0	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	11 678	12 175 256	946 789	7.8	1.8	X
45111		Sporting goods stores	22 193	X	25 023 403	X	100.0	66.3
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	2 010	7 259 919	61 406	.8	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	422	1 443 641	31 023	2.1	.1	X
	20140	Packaged liquor, wine, & beer	249	180 756	8 764	4.8	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	291	605 462	8 442	1.4	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	13	56 297	448	.8	Z	X
	20200	Men's wear	9 100	17 627 181	2 483 036	14.1	9.9	55.9
	20212	Men's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, & other rugged outer & exercise apparel	7 562	15 980 260	1 357 649	8.5	5.4	X
	20216	Men's sweat tops, pants, & warm-ups	4 100	11 025 204	567 106	5.1	2.3	X
	20217	Other men's wear	3 720	9 764 639	558 281	5.7	2.2	X
	20220	Women's, juniors', & misses' wear	7 383	14 601 307	1 201 890	8.2	4.8	61.0

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	
45111		Sporting goods stores—Con.						
	20220	Women's, juniors', & misses' wear—Con.						
	20227	Women's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, & other rugged outer & exercise apparel.....	5 630	11 154 042	576 844	5.2	2.3	X
	20236	Women's sweat tops, pants, & warm-ups.....	3 566	9 634 246	459 537	4.8	1.8	X
	20238	Other women's, juniors', & misses' wear.....	2 631	7 220 275	165 509	2.3	.7	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.....	3 979	10 859 673	217 154	2.0	.9	X
	20260	Footwear, including accessories.....	8 412	17 123 429	2 423 969	14.2	9.7	55.9
	20265	Men's athletic footwear, including sneakers & outdoor hiking/sports boots.....	7 747	16 601 305	1 437 113	8.7	5.7	X
	20266	Women's athletic footwear, including sneakers & outdoor hiking/sports boots.....	6 143	15 157 374	588 714	3.9	2.4	X
	20267	Children's athletic footwear, including boys', girls', infants', & toddlers' sneakers & outdoor hiking/sports boots.....	3 766	11 676 079	240 695	2.1	1.0	X
	20269	All other footwear, including accessories.....	2 436	5 693 512	157 447	2.8	.6	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings.....	18	6 629	118	1.8	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories.....	727	2 360 470	13 054	.6	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories.....	504	2 455 785	4 562	.2	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture.....	15	30 871	8 120	26.3	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.....	733	2 572 778	42 306	1.6	.2	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.....	1 800	5 260 438	75 325	1.4	.3	X
	20420	Books.....	45	59 673	865	1.5	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles.....	1 498	5 101 903	83 275	1.6	.3	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.....	3 123	9 088 427	115 843	1.3	.5	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.....	22 193	25 023 403	17 334 850	69.3	69.3	56.9
	20501	Team sporting goods equipment sold to teams, institutions, schools, etc.....	4 235	5 543 147	620 089	11.2	2.5	X
	20502	Team sporting goods equipment sold to individuals, including equipment for baseball, softball, soccer, football, basketball, etc.....	5 823	11 738 424	1 313 807	11.2	5.3	X
	20503	Tennis equipment.....	3 703	9 623 027	217 361	2.3	.9	X
	20504	Golf equipment.....	5 869	12 239 023	2 085 905	17.0	8.3	X
	20505	Snow-skiing & snowboarding equipment.....	5 081	12 103 844	1 125 735	9.3	4.5	X
	20506	Exercise/fitness equipment.....	5 363	11 184 013	1 774 904	15.9	7.1	X
	20507	Firearms, hunting equipment, & supplies.....	5 156	12 857 116	2 600 299	20.2	10.4	X
	20508	Fishing tackle, including bait.....	5 336	13 170 674	1 370 626	10.4	5.5	X
	20509	Camping & backpacking equipment & supplies.....	4 692	14 519 140	1 275 455	8.8	5.1	X
	20511	Trophies & plaques.....	914	515 336	24 917	4.8	.1	X
	20512	Bicycles, parts & accessories.....	6 746	12 714 244	1 900 604	14.9	7.6	X
	20513	Boats, canoes, kayaks, boat motors, parts & accessories.....	2 316	6 881 344	332 550	4.8	1.3	X
	20516	Scuba & skin diving equipment.....	2 232	4 084 490	349 214	8.6	1.4	X
	20517	Water skiing, surfing, & sail boarding equipment.....	2 674	7 959 317	223 119	2.8	.9	X
	20518	Billiards equipment & supplies.....	1 865	5 810 713	332 152	5.7	1.3	X
	20524	In-line roller skates & accessories.....	3 734	9 675 112	259 608	2.7	1.0	X
	20525	All other sporting goods, including archery & hockey equipment, badminton sets, bowling equipment, ice skates, etc.....	6 187	9 310 890	1 528 505	16.4	6.1	X
	20580	Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, van conversions, parts & accessories.....	74	95 871	9 311	9.7	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures.....	236	405 557	11 956	2.9	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.....	123	139 280	21 521	15.5	.1	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002.....	99	141 058	34 775	24.7	.1	X
	20720	Automotive fuels.....	90	92 632	22 412	24.2	.1	X
	20730	Automotive lubricants, including oil, greases, etc.....	66	281 657	5 557	2.0	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories.....	93	305 843	44 951	14.7	.2	X
	20780	Household fuels, including oil, LP gas, wood, coal.....	9	11 772	296	2.5	Z	X
	20800	Pets, pet foods, & pet supplies.....	27	16 431	1 662	10.1	Z	X
	20850	All other merchandise.....	293	227 207	28 605	12.6	.1	32.9
	20883	All other merchandise.....	293	227 207	28 605	12.6	.1	X
	29810	All other merchandise.....	3 012	7 510 613	176 938	2.4	.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.....	7 828	9 029 061	542 967	6.0	2.2	63.6
	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.....	5 788	6 448 705	208 568	3.2	.8	X
	29907	Parts installed in repair.....	3 052	2 191 752	109 386	5.0	.4	X
	29915	Receipts from instructions & lessons.....	1 098	679 601	38 090	5.6	.2	X
	29927	Rental or lease of equipment.....	2 190	2 464 030	96 333	3.9	.4	X
	29961	All other nonmerchandise receipts.....	1 500	1 935 187	90 590	4.7	.4	X
451110		Sporting goods stores.....	22 193	X	25 023 403	X	100.0	66.3
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.....	2 010	7 259 919	61 406	.8	.2	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	
451110		Sporting goods stores—Con.						
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	422	1 443 641	31 023	2.1	.1	X
	20140	Packaged liquor, wine, & beer	249	180 756	8 764	4.8	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	291	605 462	8 442	1.4	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	13	56 297	448	.8	Z	X
	20200	Men's wear	9 100	17 627 181	2 483 036	14.1	9.9	55.9
	20212	Men's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, & other rugged outer & exercise apparel	7 562	15 980 260	1 357 649	8.5	5.4	X
	20216	Men's sweat tops, pants, & warm-ups	4 100	11 025 204	567 106	5.1	2.3	X
	20217	Other men's wear	3 720	9 764 639	558 281	5.7	2.2	X
	20220	Women's, juniors', & misses' wear	7 383	14 601 307	1 201 890	8.2	4.8	61.0
	20227	Women's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, & other rugged outer & exercise apparel	5 630	11 154 042	576 844	5.2	2.3	X
	20236	Women's sweat tops, pants, & warm-ups	3 566	9 634 246	459 537	4.8	1.8	X
	20238	Other women's, juniors', & misses' wear	2 631	7 220 275	165 509	2.3	.7	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	3 979	10 859 673	217 154	2.0	.9	X
	20260	Footwear, including accessories	8 412	17 123 429	2 423 969	14.2	9.7	55.9
	20265	Men's athletic footwear, including sneakers & outdoor hiking/sports boots	7 747	16 601 305	1 437 113	8.7	5.7	X
	20266	Women's athletic footwear, including sneakers & outdoor hiking/sports boots	6 143	15 157 374	588 714	3.9	2.4	X
	20267	Children's athletic footwear, including boys', girls', infants', & toddlers' sneakers & outdoor hiking/sports boots	3 766	11 676 079	240 695	2.1	1.0	X
	20269	All other footwear, including accessories	2 436	5 693 512	157 447	2.8	.6	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	18	6 629	118	1.8	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	727	2 360 470	13 054	.6	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	504	2 455 785	4 562	.2	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	15	30 871	8 120	26.3	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	733	2 572 778	42 306	1.6	.2	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	1 800	5 260 438	75 325	1.4	.3	X
	20420	Books	45	59 673	865	1.5	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	1 498	5 101 903	83 275	1.6	.3	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	3 123	9 088 427	115 843	1.3	.5	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	22 193	25 023 403	17 334 850	69.3	69.3	56.9
	20501	Team sporting goods equipment sold to teams, institutions, schools, etc.	4 235	5 543 147	620 089	11.2	2.5	X
	20502	Team sporting goods equipment sold to individuals, including equipment for baseball, softball, soccer, football, basketball, etc.	5 823	11 738 424	1 313 807	11.2	5.3	X
	20503	Tennis equipment	3 703	9 623 027	217 361	2.3	.9	X
	20504	Golf equipment	5 869	12 239 023	2 085 905	17.0	8.3	X
	20505	Snow-skiing & snowboarding equipment	5 081	12 103 844	1 125 735	9.3	4.5	X
	20506	Exercise/fitness equipment	5 363	11 184 013	1 774 904	15.9	7.1	X
	20507	Firearms, hunting equipment, & supplies	5 156	12 857 116	2 600 299	20.2	10.4	X
	20508	Fishing tackle, including bait	5 336	13 170 674	1 370 626	10.4	5.5	X
	20509	Camping & backpacking equipment & supplies	4 692	14 519 140	1 275 455	8.8	5.1	X
	20511	Trophies & plaques	914	515 336	24 917	4.8	.1	X
	20512	Bicycles, parts & accessories	6 746	12 714 244	1 900 604	14.9	7.6	X
	20513	Boats, canoes, kayaks, boat motors, parts & accessories	2 316	6 881 344	332 550	4.8	1.3	X
	20516	Scuba & skin diving equipment	2 232	4 084 490	349 214	8.6	1.4	X
	20517	Water skiing, surfing, & sail boarding equipment	2 674	7 959 317	223 119	2.8	.9	X
	20518	Billiards equipment & supplies	1 865	5 810 713	332 152	5.7	1.3	X
	20524	In-line roller skates & accessories	3 734	9 675 112	259 608	2.7	1.0	X
	20525	All other sporting goods, including archery & hockey equipment, badminton sets, bowling equipment, ice skates, etc.	6 187	9 310 890	1 528 505	16.4	6.1	X
	20580	Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, van conversions, parts & accessories	74	95 871	9 311	9.7	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	236	405 557	11 956	2.9	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers animal feed, other than for pets; etc.	123	139 280	21 521	15.5	.1	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002	99	141 058	34 775	24.7	.1	X
	20720	Automotive fuels	90	92 632	22 412	24.2	.1	X
	20730	Automotive lubricants, including oil, greases, etc.	66	281 657	5 557	2.0	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	9	305 843	44 951	14.7	.2	X
	20780	Household fuels, including oil, LP gas, wood, coal	9	11 772	296	2.5	Z	X
	20800	Pets, pet foods, & pet supplies	27	16 431	1 662	10.1	Z	X
	20850	All other merchandise	293	227 207	28 605	12.6	.1	32.9
	20883	All other merchandise	293	227 207	28 605	12.6	.1	X
	29810	All other merchandise	3 012	7 510 613	176 938	2.4	.7	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for delv, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	7 828	9 029 061	542 967	6.0	2.2	63.6

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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	
451110		Sporting goods stores—Con.						
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided—Con.						
	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	5 788	6 448 705	208 568	3.2	.8	X
	29907	Parts installed in repair	3 052	2 191 752	109 386	5.0	.4	X
	29915	Receipts from instructions & lessons	1 098	679 601	38 090	5.6	.2	X
	29927	Rental or lease of equipment	2 190	2 464 030	96 333	3.9	.4	X
	29961	All other nonmerchandise receipts	1 500	1 935 187	90 590	4.7	.4	X
4511101		General-line sporting goods stores	6 852	X	12 976 846	X	100.0	64.8
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	1 154	4 721 755	21 282	.5	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	93	907 471	12 847	1.4	.1	X
	20140	Packaged liquor, wine, & beer	41	73 838	2 206	3.0	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	49	81 365	2 076	2.6	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	8	43 862	389	.9	Z	X
	20200	Men's wear	4 617	11 756 503	1 829 346	15.6	14.1	50.7
	20212	Men's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, & other rugged outer & exercise apparel	3 661	10 940 719	858 183	7.8	6.6	X
	20216	Men's sweat tops, pants, & warm-ups	3 587	9 745 553	511 741	5.3	3.9	X
	20217	Other men's wear	2 588	7 341 936	459 422	6.3	3.5	X
	20220	Women's, juniors', & misses' wear	4 057	10 101 826	837 915	8.3	6.5	58.1
	20227	Women's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, & other rugged outer & exercise apparel	2 677	6 908 942	308 462	4.5	2.4	X
	20236	Women's sweat tops, pants, & warm-ups	3 154	8 455 632	417 189	4.9	3.2	X
	20238	Other women's, juniors', & misses' wear	1 862	5 554 792	112 264	2.0	.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	2 913	8 426 904	162 989	1.9	1.3	X
	20260	Footwear, including accessories	4 686	11 807 502	1 950 679	16.5	15.0	51.0
	20265	Men's athletic footwear, including sneakers & outdoor hiking/sports boots	4 495	11 578 436	1 132 963	9.8	8.7	X
	20266	Women's athletic footwear, including sneakers & outdoor hiking/sports boots	3 847	10 957 480	470 908	4.3	3.6	X
	20267	Children's athletic footwear, including boys', girls', infants', & toddlers' sneakers & outdoor hiking/sports boots	3 249	10 658 632	227 213	2.1	1.8	X
	20269	All other footwear, including accessories	1 498	4 296 396	119 595	2.8	.9	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	632	2 252 132	11 030	.5	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	382	1 825 323	2 206	.1	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	486	1 935 756	7 267	.4	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc	1 344	4 360 739	64 235	1.5	.5	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	1 006	3 543 458	54 373	1.5	.4	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc	2 218	6 951 826	87 075	1.3	.7	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc	6 852	12 976 846	7 690 988	59.3	59.3	51.4
	20501	Team sporting goods equipment sold to teams, institutions, schools, etc	3 739	5 286 897	600 364	11.4	4.6	X
	20502	Team sporting goods equipment sold to individuals, including equipment for baseball, softball, soccer, football, basketball, etc	5 567	11 548 355	1 299 791	11.3	10.0	X
	20503	Tennis equipment	3 409	9 417 816	177 587	1.9	1.4	X
	20504	Golf equipment	3 369	10 232 762	488 690	4.8	3.8	X
	20505	Snow-skiing & snowboarding equipment	3 375	9 754 176	584 675	6.0	4.5	X
	20506	Exercise/fitness equipment	3 502	9 743 665	820 867	8.4	6.3	X
	20507	Firearms, hunting equipment, & supplies	2 736	9 913 402	1 028 218	10.4	7.9	X
	20508	Fishing tackle, including bait	2 795	10 399 774	555 911	5.3	4.3	X
	20509	Camping & backpacking equipment & supplies	3 168	11 048 487	517 378	4.7	4.0	X
	20511	Trophies & plaques	794	480 792	22 842	4.8	.2	X
	20512	Bicycles, parts & accessories	2 798	9 165 287	280 493	3.1	2.2	X
	20513	Boats, canoes, kayaks, boat motors, parts & accessories	1 109	4 476 882	150 284	3.4	1.2	X
	20516	Scuba & skin diving equipment	1 127	3 691 004	49 299	1.3	.4	X
	20517	Water skiing, surfing, & sail boarding equipment	2 313	7 680 346	137 285	1.8	1.1	X
	20518	Billiards equipment & supplies	1 510	5 516 587	80 833	1.5	.6	X
	20524	In-line roller skates & accessories	3 264	9 348 650	230 809	2.5	1.8	X
	20525	All other sporting goods, including archery & hockey equipment, badminton sets, bowling equipment, ice skates, etc	3 011	6 302 984	665 662	10.6	5.1	X
	20580	Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, van conversions, parts & accessories	33	49 831	3 893	7.8	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	91	293 536	4 153	1.4	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc	22	32 442	5 061	15.6	Z	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002	8	10 381	908	8.7	Z	X
	20720	Automotive fuels	41	46 587	9 992	21.4	.1	X

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage 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	
4511101		General-line sporting goods stores—Con.						
	20730	Automotive lubricants, including oil, greases, etc.	55	268 750	5 321	2.0	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	55	268 750	40 358	15.0	.3	X
	20850	All other merchandise	69	82 533	5 840	7.1	Z	48.6
	20883	All other merchandise	69	82 533	5 840	7.1	Z	X
	29810	All other merchandise	1 844	4 761 335	80 197	1.7	.6	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	1 902	3 807 277	82 273	2.2	.6	62.6
	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	1 515	2 761 418	24 400	.9	.2	X
	29907	Parts installed in repair	219	179 703	6 296	3.5	Z	X
	29915	Receipts from instructions & lessons	129	117 569	1 863	1.6	Z	X
	29927	Rental or lease of equipment	564	889 037	16 665	1.9	.1	X
	29961	All other nonmerchandise receipts	510	1 251 718	33 049	2.6	.3	X
4511102		Specialty-line sporting goods stores	15 341	X	12 046 557	X	100.0	67.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	856	2 538 164	40 124	1.6	.3	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	329	536 170	18 176	3.4	.2	X
	20140	Packaged liquor, wine, & beer	208	106 918	6 558	6.1	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	242	524 097	6 366	1.2	.1	X
	20200	Men's wear	4 483	5 870 678	653 690	11.1	5.4	65.1
	20212	Men's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, & other rugged outer & exercise apparel	3 901	5 039 541	499 466	9.9	4.1	X
	20216	Men's sweat tops, pants, & warm-ups	513	1 279 651	55 365	4.3	.5	X
	20217	Other men's wear	1 132	2 422 703	98 859	4.1	.8	X
	20220	Women's, juniors', & misses' wear	3 326	4 499 481	363 975	8.1	3.0	66.0
	20227	Women's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, & other rugged outer & exercise apparel	2 953	4 245 100	268 382	6.3	2.2	X
	20236	Women's sweat tops, pants, & warm-ups	412	1 178 614	42 348	3.6	.4	X
	20238	Other women's, juniors', & misses' wear	769	1 665 483	53 245	3.2	.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	1 066	2 432 769	54 165	2.2	.5	X
	20260	Footwear, including accessories	3 726	5 315 927	473 290	8.9	3.9	65.7
	20265	Men's athletic footwear, including sneakers & outdoor hiking/sports boots	3 252	5 022 869	304 150	6.1	2.5	X
	20266	Women's athletic footwear, including sneakers & outdoor hiking/sports boots	2 296	4 199 894	117 806	2.8	1.0	X
	20267	Children's athletic footwear, including boys', girls', infants', & toddlers' sneakers & outdoor hiking/sports boots	517	1 017 447	13 482	1.3	.1	X
	20269	All other footwear, including accessories	938	1 397 116	37 852	2.7	.3	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	15	5 980	118	2.0	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	95	108 338	2 024	1.9	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	122	630 462	2 356	.4	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	15	30 871	8 120	26.3	.1	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.	247	637 022	35 039	5.5	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	456	899 699	11 090	1.2	.1	X
	20420	Books	42	19 834	735	3.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	492	1 558 445	28 902	1.9	.2	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	905	2 136 601	28 768	1.3	.2	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	15 341	12 046 557	9 643 862	80.1	80.1	62.8
	20501	Team sporting goods equipment sold to teams, institutions, schools, etc.	496	256 250	19 725	7.7	.2	X
	20502	Team sporting goods equipment sold to individuals, including equipment for baseball, softball, soccer, football, basketball, etc.	256	190 069	14 016	7.4	.1	X
	20503	Tennis equipment	294	205 211	39 774	19.4	.3	X
	20504	Golf equipment	2 500	2 006 261	1 597 215	79.6	13.3	X
	20505	Snow-skiing & snowboarding equipment	1 706	2 349 668	541 060	23.0	4.5	X
	20506	Exercise/fitness equipment	1 861	1 440 348	954 037	66.2	7.9	X
	20507	Firearms, hunting equipment, & supplies	2 420	2 943 714	1 572 081	53.4	13.1	X
	20508	Fishing tackle, including bait	2 541	2 770 900	814 715	29.4	6.8	X
	20509	Camping & backpacking equipment & supplies	1 524	3 470 653	758 077	21.8	6.3	X
	20511	Trophies & plaques	120	34 544	2 075	6.0	Z	X
	20512	Bicycles, parts & accessories	3 948	3 548 957	1 620 111	45.7	13.4	X
	20513	Boats, canoes, kayaks, boat motors, parts & accessories	1 207	2 404 462	182 266	7.6	1.5	X
	20516	Scuba & skin diving equipment	1 105	393 486	299 915	76.2	2.5	X
	20517	Water skiing, surfing, & sail boarding equipment	361	278 971	85 834	30.8	.7	X
	20518	Billiards equipment & supplies	355	294 126	251 319	85.4	2.1	X
	20524	In-line roller skates & accessories	470	326 462	28 799	8.8	.2	X
	20525	All other sporting goods, including archery & hockey equipment, badminton sets, bowling equipment, ice skates, etc.	3 176	3 007 906	862 843	28.7	7.2	X
	20580	Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, van conversions, parts & accessories	41	46 040	5 418	11.8	Z	X

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage 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	
4511102		Specialty-line sporting goods stores—Con.						
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	145	112 021	7 803	7.0	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	101	106 838	16 460	15.4	.1	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002	91	130 677	33 867	25.9	.3	X
	20720	Automotive fuels	49	46 045	12 420	27.0	.1	X
	20730	Automotive lubricants, including oil, greases, etc.	11	12 907	236	1.8	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	38	37 093	4 593	12.4	Z	X
	20800	Pets, pet foods, & pet supplies	22	15 912	1 532	9.6	Z	X
	20850	All other merchandise	224	144 674	22 765	15.7	.2	X
	29810	All other merchandise	1 168	2 749 278	96 741	3.5	.8	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	5 926	5 221 784	460 694	8.8	3.8	64.9
	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	4 273	3 687 287	184 168	5.0	1.5	X
	29907	Parts installed in repair	2 833	2 012 049	103 090	5.1	.9	X
	29915	Receipts from instructions & lessons	969	562 032	36 227	6.4	.3	X
	29927	Rental or lease of equipment	1 626	1 574 993	79 668	5.1	.7	X
	29961	All other nonmerchandise receipts	990	683 469	57 541	8.4	.5	X
45112		Hobby, toy, and game stores	12 467	X	18 389 454	X	100.0	86.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	626	1 369 455	12 010	.9	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	9	49 216	3 695	7.5	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	286	200 584	11 452	5.7	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	27	10 343	760	7.3	Z	X
	20200	Men's wear	59	25 707	2 607	10.1	Z	X
	20220	Women's, juniors', & misses' wear	1 116	2 811 971	57 253	2.0	.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	183	96 988	13 064	13.5	.1	X
	20260	Footwear, including accessories	18	10 016	924	9.2	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	1 929	4 443 408	524 836	11.8	2.9	86.5
	20271	Fabrics	712	1 552 703	141 262	9.1	.8	X
	20272	Patterns	181	175 737	2 734	1.6	Z	X
	20273	Sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	1 903	4 409 235	380 840	8.6	2.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	29	14 724	368	2.5	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	2 054	1 745 370	503 149	28.8	2.7	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	370	254 247	9 817	3.9	.1	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	1 444	8 709 999	907 654	10.4	4.9	X
	20370	Computer hardware, software, & supplies, including computer game software	1 776	1 548 739	116 885	7.5	.6	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	1 759	4 266 915	1 233 038	28.9	6.7	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	273	115 991	6 169	5.3	Z	X
	20420	Books	3 892	4 910 349	138 661	2.8	.8	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	11 155	17 833 193	10 285 456	57.7	55.9	76.8
	20461	Toys, including wheel goods	7 390	12 584 614	4 601 028	36.6	25.0	X
	20462	Games, including video & electronic games	6 636	11 985 154	3 421 572	28.5	18.6	X
	20463	Hobby goods	8 562	16 389 508	2 262 856	13.8	12.3	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	21	20 675	3 299	16.0	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	127	58 610	7 702	13.1	Z	56.5
	20512	Bicycles, parts & accessories	84	41 465	4 404	10.6	Z	X
	20523	All other sporting goods, including snowmobiles, go-carts, exercise/fitness equipment, etc.	49	21 873	3 298	15.1	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	81	69 381	3 006	4.3	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	34	23 184	5 234	22.6	Z	X
	20670	Paint & sundries	152	127 671	4 968	3.9	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	30	1 979	132	6.7	Z	X
	20850	All other merchandise	6 280	7 374 288	3 149 687	42.7	17.1	86.2
	20851	Stationery products, including stationery, tablets, pads, & related products	268	170 799	13 240	7.8	.1	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	59	34 249	5 620	16.4	Z	X
	20853	Office & school supplies	195	113 878	9 298	8.2	.1	X
	20855	Greeting cards	898	1 545 235	39 555	2.6	.2	X
	20856	Magazines & newspapers	2 325	1 783 167	40 812	2.3	.2	X
	20869	Artists' materials & supplies	2 186	4 934 160	764 278	15.5	4.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	1 157	1 619 618	100 011	6.2	.5	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	
45112		Hobby, toy, and game stores—Con.						
	20850	All other merchandise—Con.						
	20878	Seasonal decorations, including decorative plates, napkins, & cups . . .	2 463	5 205 455	411 296	7.9	2.2	X
	20879	Artificial/silk flowers, plants, & trees	2 142	4 981 517	708 948	14.2	3.9	X
	20881	Craft supplies	3 696	5 520 760	1 051 788	19.1	5.7	X
	20883	All other merchandise	61	35 057	4 841	13.8	Z	X
	29810	All other merchandise	1 599	8 799 982	1 367 814	15.5	7.4	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	542	360 691	19 710	5.5	.1	64.2
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	9	3 303	1 343	40.7	Z	X
	29915	Receipts from instructions & lessons	341	234 976	7 597	3.2	Z	X
	29963	All other nonmerchandise receipts, including receipts from customers for parts installed in repair & charges for repair, delivery, alteration, etc.	237	149 559	10 770	7.2	.1	X
451120		Hobby, toy, and game stores	12 467	X	18 389 454	X	100.0	86.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	626	1 369 455	12 010	.9	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	9	49 216	3 695	7.5	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	286	200 584	11 452	5.7	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	27	10 343	760	7.3	Z	X
	20200	Men's wear	59	25 707	2 607	10.1	Z	X
	20220	Women's, juniors', & misses' wear	1 116	2 811 971	57 253	2.0	.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	183	96 988	13 064	13.5	.1	X
	20260	Footwear, including accessories	18	10 016	924	9.2	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	1 929	4 443 408	524 836	11.8	2.9	86.5
	20271	Fabrics	712	1 552 703	141 262	9.1	.8	X
	20272	Patterns	181	175 737	2 734	1.6	Z	X
	20273	Sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	1 903	4 409 235	380 840	8.6	2.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	29	14 724	368	2.5	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	2 054	1 745 370	503 149	28.8	2.7	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	370	254 247	9 817	3.9	.1	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	1 444	8 709 999	907 654	10.4	4.9	X
	20370	Computer hardware, software, & supplies, including computer game software	1 776	1 548 739	116 885	7.5	.6	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	1 759	4 266 915	1 233 038	28.9	6.7	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	273	115 991	6 169	5.3	Z	X
	20420	Books	3 892	4 910 349	138 661	2.8	.8	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	11 155	17 833 193	10 285 456	57.7	55.9	76.8
	20461	Toys, including wheel goods	7 390	12 584 614	4 601 028	36.6	25.0	X
	20462	Games, including video & electronic games	6 636	11 985 154	3 421 572	28.5	18.6	X
	20463	Hobby goods	8 562	16 389 508	2 262 856	13.8	12.3	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	21	20 675	3 299	16.0	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	127	58 610	7 702	13.1	Z	56.5
	20512	Bicycles, parts & accessories	84	41 465	4 404	10.6	Z	X
	20523	All other sporting goods, including snowmobiles, go-carts, exercise/fitness equipment, etc.	49	21 873	3 298	15.1	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	81	69 381	3 006	4.3	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	34	23 184	5 234	22.6	Z	X
	20670	Paint & sundries	152	127 671	4 968	3.9	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	30	1 979	132	6.7	Z	X
	20850	All other merchandise	6 280	7 374 288	3 149 687	42.7	17.1	86.2
	20851	Stationery products, including stationery, tablets, pads, & related products	268	170 799	13 240	7.8	.1	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	59	34 249	5 620	16.4	Z	X
	20853	Office & school supplies	195	113 878	9 298	8.2	.1	X
	20855	Greeting cards	898	1 545 235	39 555	2.6	.2	X
	20856	Magazines & newspapers	2 325	1 783 167	40 812	2.3	.2	X
	20869	Artists' materials & supplies	2 186	4 934 160	764 278	15.5	4.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	1 157	1 619 618	100 011	6.2	.5	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups . . .	2 463	5 205 455	411 296	7.9	2.2	X
	20879	Artificial/silk flowers, plants, & trees	2 142	4 981 517	708 948	14.2	3.9	X
	20881	Craft supplies	3 696	5 520 760	1 051 788	19.1	5.7	X
	20883	All other merchandise	61	35 057	4 841	13.8	Z	X
	29810	All other merchandise	1 599	8 799 982	1 367 814	15.5	7.4	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	
451120		Hobby, toy, and game stores—Con.						
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	542	360 691	19 710	5.5	.1	64.2
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	9	3 303	1 343	40.7	Z	X
	29915	Receipts from instructions & lessons	341	234 976	7 597	3.2	Z	X
	29963	All other nonmerchandise receipts, including receipts from customers for parts installed in repair & charges for repair, delivery, alteration, etc.	237	149 559	10 770	7.2	.1	X
45113		Sewing, needlework, and piece goods stores.	5 413	X	3 891 824	X	100.0	84.4
	20200	Men's wear	27	10 080	428	4.2	Z	X
	20220	Women's, juniors', & misses' wear	34	16 618	856	5.2	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	24	10 858	234	2.2	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	5 410	3 888 360	2 358 290	60.7	60.6	81.2
	20271	Fabrics	4 899	3 784 269	1 402 749	37.1	36.0	X
	20272	Patterns	4 175	3 201 948	128 858	4.0	3.3	X
	20273	Sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	4 841	3 412 425	826 683	24.2	21.2	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	2 334	2 702 016	501 656	18.6	12.9	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	337	143 803	37 206	25.9	1.0	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.	13	6 383	2 413	37.8	.1	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	286	325 279	29 617	9.1	.8	X
	20370	Computer hardware, software, & supplies, including computer game software	46	15 684	545	3.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	132	63 748	8 990	14.1	.2	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	25	4 281	156	3.6	Z	X
	20420	Books	399	111 579	8 601	7.7	.2	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	1 438	1 981 133	20 199	1.0	.5	84.3
	20461	Toys, including wheel goods	6	1 961	179	9.1	Z	X
	20463	Hobby goods	1 432	1 979 172	20 020	1.0	.5	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	9	1 245	39	3.1	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	10	10 080	1 557	15.4	Z	40.9
	20523	All other sporting goods, including snowmobiles, go-carts, exercise/fitness equipment, etc.	10	10 080	1 557	15.4	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	7	9 768	311	3.2	Z	X
	20850	All other merchandise	2 485	2 641 692	837 598	31.7	21.5	84.3
	20851	Stationery products, including stationery, tablets, pads, & related products	25	9 352	276	3.0	Z	X
	20855	Greeting cards	57	14 424	570	4.0	Z	X
	20856	Magazines & newspapers	87	23 987	486	2.0	Z	X
	20869	Artists' materials & supplies	25	4 940	712	14.4	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons.	75	20 447	1 256	6.1	Z	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups	2 176	2 534 122	288 631	11.4	7.4	X
	20879	Artificial/silk flowers, plants, & trees	2 127	2 520 491	173 720	6.9	4.5	X
	20881	Craft supplies	2 274	2 572 612	371 688	14.4	9.6	X
	29810	All other merchandise	120	45 924	5 098	11.1	.1	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	853	478 033	74 995	15.7	1.9	76.8
	29915	Receipts from instructions & lessons	554	170 366	9 618	5.6	.2	X
	29963	All other nonmerchandise receipts, including receipts from customers for parts installed in repair & charges for repair, delivery, alteration, etc.	480	368 726	65 351	17.7	1.7	X
451130		Sewing, needlework, and piece goods stores.	5 413	X	3 891 824	X	100.0	84.4
	20200	Men's wear	27	10 080	428	4.2	Z	X
	20220	Women's, juniors', & misses' wear	34	16 618	856	5.2	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	24	10 858	234	2.2	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	5 410	3 888 360	2 358 290	60.7	60.6	81.2
	20271	Fabrics	4 899	3 784 269	1 402 749	37.1	36.0	X
	20272	Patterns	4 175	3 201 948	128 858	4.0	3.3	X
	20273	Sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	4 841	3 412 425	826 683	24.2	21.2	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings.	2 334	2 702 016	501 656	18.6	12.9	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	
451130		Sewing, needlework, and piece goods stores—Con.						
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	337	143 803	37 206	25.9	1.0	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.	13	6 383	2 413	37.8	.1	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	286	325 279	29 617	9.1	.8	X
	20370	Computer hardware, software, & supplies, including computer game software	46	15 684	545	3.5	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	132	63 748	8 990	14.1	.2	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	25	4 281	156	3.6	Z	X
	20420	Books	399	111 579	8 601	7.7	.2	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	1 438	1 981 133	20 199	1.0	.5	84.3
	20461	Toys, including wheel goods	6	1 961	179	9.1	Z	X
	20463	Hobby goods	1 432	1 979 172	20 020	1.0	.5	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	9	1 245	39	3.1	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	10	10 080	1 557	15.4	Z	40.9
	20523	All other sporting goods, including snowmobiles, go-carts, exercise/fitness equipment, etc.	10	10 080	1 557	15.4	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	7	9 768	311	3.2	Z	X
	20850	All other merchandise	2 485	2 641 692	837 598	31.7	21.5	84.3
	20851	Stationery products, including stationery, tablets, pads, & related products	25	9 352	276	3.0	Z	X
	20855	Greeting cards	57	14 424	570	4.0	Z	X
	20856	Magazines & newspapers	87	23 987	486	2.0	Z	X
	20869	Artists' materials & supplies	25	4 940	712	14.4	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	75	20 447	1 256	6.1	Z	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups	2 176	2 534 122	288 631	11.4	7.4	X
	20879	Artificial/silk flowers, plants, & trees	2 127	2 520 491	173 720	6.9	4.5	X
	20881	Craft supplies	2 274	2 572 612	371 688	14.4	9.6	X
	29810	All other merchandise	120	45 924	5 098	11.1	.1	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for delv, repair, maint, storage, installation, on-site cost, rental/lease of tools/equip & oth svc provided	853	478 033	74 995	15.7	1.9	76.8
	29915	Receipts from instructions & lessons	554	170 366	9 618	5.6	.2	X
	29963	All other nonmerchandise receipts, including receipts from customers for parts installed in repair & charges for repair, delivery, alteration, etc.	480	368 726	65 351	17.7	1.7	X
45114		Musical instrument and supplies stores	4 462	X	4 936 400	X	100.0	77.6
	20200	Men's wear	8	4 344	49	1.1	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	106	81 895	3 702	4.5	.1	75.6
	20321	Televisions	32	35 678	1 146	3.2	Z	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices	38	26 630	1 275	4.8	Z	X
	20323	Video tapes, laser discs, & DVDs	83	50 700	1 281	2.5	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	4 462	4 936 400	4 608 132	93.4	93.4	71.9
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	1 745	2 799 630	682 465	24.4	13.8	X
	20332	Pianos	1 839	2 795 434	936 096	33.5	19.0	X
	20333	Organs	765	799 993	118 106	14.8	2.4	X
	20334	Other musical instruments & accessories, including string instruments, horns, drums, synthesizers, music stands, musical instrument digital interface (MIDI) equipment, etc.	3 933	4 500 763	2 695 297	59.9	54.6	X
	20335	Records, tapes, audio tape books, & compact discs	444	327 086	16 036	4.9	.3	X
	20336	Sheet music & related items	2 333	2 133 561	160 132	7.5	3.2	X
	20370	Computer hardware, software, & supplies, including computer game software	73	82 685	4 245	5.1	.1	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	22	22 263	1 333	6.0	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	34	11 551	247	2.1	Z	X
	20420	Books	74	61 557	2 369	3.8	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	8	2 172	49	2.3	Z	X
	20850	All other merchandise	44	29 717	592	2.0	Z	75.6
	20856	Magazines & newspapers	40	28 955	275	1.0	Z	X
	29810	All other merchandise	179	121 830	6 565	5.4	.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	
45114		Musical instrument and supplies stores—Con.						
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for delv, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	2 455	2 307 471	309 117	13.4	6.3	75.6
	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	1 819	1 755 639	75 443	4.3	1.5	X
	29907	Parts installed in repair	979	790 609	15 685	2.0	.3	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	33	49 403	1 771	3.6	Z	X
	29915	Receipts from instructions & lessons	947	831 613	47 060	5.7	1.0	X
	29925	Rental or lease of musical instruments	1 754	1 880 197	148 419	7.9	3.0	X
	29957	All other nonmerchandise receipts, including charges for delivery, storage, etc.	678	680 889	20 739	3.0	.4	X
451140		Musical instrument and supplies stores	4 462	X	4 936 400	X	100.0	77.6
	20200	Men's wear	8	4 344	49	1.1	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	106	81 895	3 702	4.5	.1	75.6
	20321	Televisions	32	35 678	1 146	3.2	Z	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices	38	26 630	1 275	4.8	Z	X
	20323	Video tapes, laser discs, & DVDs	83	50 700	1 281	2.5	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	4 462	4 936 400	4 608 132	93.4	93.4	71.9
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	1 745	2 799 630	682 465	24.4	13.8	X
	20332	Pianos	1 839	2 795 434	936 096	33.5	19.0	X
	20333	Organs	765	799 993	118 106	14.8	2.4	X
	20334	Other musical instruments & accessories, including string instruments, horns, drums, synthesizers, music stands, musical instrument digital interface (MIDI) equipment, etc.	3 933	4 500 763	2 695 297	59.9	54.6	X
	20335	Records, tapes, audio tape books, & compact discs	444	327 086	16 036	4.9	.3	X
	20336	Sheet music & related items	2 333	2 133 561	160 132	7.5	3.2	X
	20370	Computer hardware, software, & supplies, including computer game software	73	82 685	4 245	5.1	.1	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.	22	22 263	1 333	6.0	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	34	11 551	247	2.1	Z	X
	20420	Books	74	61 557	2 369	3.8	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	8	2 172	49	2.3	Z	X
	20850	All other merchandise	44	29 717	592	2.0	Z	75.6
	20856	Magazines & newspapers	40	28 955	275	1.0	Z	X
	29810	All other merchandise	179	121 830	6 565	5.4	.1	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for delv, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	2 455	2 307 471	309 117	13.4	6.3	75.6
	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	1 819	1 755 639	75 443	4.3	1.5	X
	29907	Parts installed in repair	979	790 609	15 685	2.0	.3	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	33	49 403	1 771	3.6	Z	X
	29915	Receipts from instructions & lessons	947	831 613	47 060	5.7	1.0	X
	29925	Rental or lease of musical instruments	1 754	1 880 197	148 419	7.9	3.0	X
	29957	All other nonmerchandise receipts, including charges for delivery, storage, etc.	678	680 889	20 739	3.0	.4	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			
4511	Sporting goods, hobby, and musical instrument stores						
	All firms	44 535	52 241 081	100.0	6 288 133	1 501 558	423 774
	4 largest firms	3 783	12 122 974	23.2	1 130 753	260 830	94 609
	8 largest firms	5 636	17 179 723	32.9	1 586 232	366 749	128 518
	20 largest firms	7 714	24 768 432	47.4	2 332 150	551 137	180 735
	50 largest firms	9 608	29 491 468	56.5	2 873 368	685 600	218 498
45111	Sporting goods stores						
	All firms	22 193	25 023 403	100.0	3 015 804	717 608	187 693
	4 largest firms	575	4 536 321	18.1	386 372	91 084	26 688
	8 largest firms	964	6 970 784	27.9	616 998	146 110	43 519
	20 largest firms	1 900	9 868 130	39.4	914 802	218 519	64 569
	50 largest firms	2 580	11 465 317	45.8	1 080 203	260 698	74 679
451110	Sporting goods stores						
	All firms	22 193	25 023 403	100.0	3 015 804	717 608	187 693
	4 largest firms	575	4 536 321	18.1	386 372	91 084	26 688
	8 largest firms	964	6 970 784	27.9	616 998	146 110	43 519
	20 largest firms	1 900	9 868 130	39.4	914 802	218 519	64 569
	50 largest firms	2 580	11 465 317	45.8	1 080 203	260 698	74 679
4511101	General-line sporting goods stores						
	All firms	6 852	12 976 846	100.0	1 411 613	340 664	91 632
	4 largest firms	575	4 536 321	35.0	386 372	91 084	26 688
	8 largest firms	999	6 821 594	52.6	609 921	145 033	42 207
	20 largest firms	1 767	8 614 547	66.4	807 629	196 213	57 096
	50 largest firms	1 902	9 200 555	70.9	877 278	213 718	60 652
4511102	Specialty-line sporting goods stores						
	All firms	15 341	12 046 557	100.0	1 604 191	376 944	96 061
	4 largest firms	203	1 456 458	12.1	138 060	31 125	10 276
	8 largest firms	323	1 918 757	15.9	177 282	39 899	12 326
	20 largest firms	698	2 513 961	20.9	233 394	55 242	15 599
	50 largest firms	890	3 067 965	25.5	302 130	71 474	18 557
45112	Hobby, toy, and game stores						
	All firms	12 467	18 389 454	100.0	2 009 817	471 266	163 137
	4 largest firms	4 073	11 761 492	64.0	1 078 166	243 777	91 388
	8 largest firms	5 284	14 327 486	77.9	1 388 380	321 273	113 878
	20 largest firms	5 908	15 215 068	82.7	1 536 044	359 421	124 780
	50 largest firms	6 096	15 610 093	84.9	1 592 440	373 038	128 871
451120	Hobby, toy, and game stores						
	All firms	12 467	18 389 454	100.0	2 009 817	471 266	163 137
	4 largest firms	4 073	11 761 492	64.0	1 078 166	243 777	91 388
	8 largest firms	5 284	14 327 486	77.9	1 388 380	321 273	113 878
	20 largest firms	5 908	15 215 068	82.7	1 536 044	359 421	124 780
	50 largest firms	6 096	15 610 093	84.9	1 592 440	373 038	128 871
45113	Sewing, needlework, and piece goods stores						
	All firms	5 413	3 891 824	100.0	525 061	131 369	39 606
	4 largest firms	1 513	2 323 638	59.7	249 352	65 161	19 299
	8 largest firms	1 536	2 407 361	61.9	262 681	68 696	19 974
	20 largest firms	1 579	2 531 871	65.1	285 835	74 259	21 139
	50 largest firms	1 655	2 680 044	68.9	318 753	82 164	22 577
451130	Sewing, needlework, and piece goods stores						
	All firms	5 413	3 891 824	100.0	525 061	131 369	39 606
	4 largest firms	1 513	2 323 638	59.7	249 352	65 161	19 299
	8 largest firms	1 536	2 407 361	61.9	262 681	68 696	19 974
	20 largest firms	1 579	2 531 871	65.1	285 835	74 259	21 139
	50 largest firms	1 655	2 680 044	68.9	318 753	82 164	22 577
45114	Musical instrument and supplies stores						
	All firms	4 462	4 936 400	100.0	737 451	181 315	33 338
	4 largest firms	252	1 512 288	30.6	150 246	39 362	6 928
	8 largest firms	340	1 676 241	34.0	175 961	45 576	7 899
	20 largest firms	412	1 892 060	38.3	216 068	56 131	9 388
	50 largest firms	501	2 156 453	43.7	270 098	68 823	11 086
451140	Musical instrument and supplies stores						
	All firms	4 462	4 936 400	100.0	737 451	181 315	33 338
	4 largest firms	252	1 512 288	30.6	150 246	39 362	6 928
	8 largest firms	340	1 676 241	34.0	175 961	45 576	7 899
	20 largest firms	412	1 892 060	38.3	216 068	56 131	9 388
	50 largest firms	501	2 156 453	43.7	270 098	68 823	11 086

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

4511 SPORTING GOODS, HOBBY, AND MUSICAL INSTRUMENT STORES

This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

45111 SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

451110 SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

4511101 GENERAL-LINE SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing five or more lines of sporting goods and equipment, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

4511102 SPECIALTY-LINE SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing a maximum of four lines of sporting goods, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

45112 HOBBY, TOY, AND GAME STORES

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

451120 HOBBY, TOY, AND GAME STORES

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

45113 SEWING, NEEDLEWORK, AND PIECE GOODS STORES

This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

451130 SEWING, NEEDLEWORK, AND PIECE GOODS STORES

This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

45114 MUSICAL INSTRUMENT AND SUPPLIES STORES

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

451140 MUSICAL INSTRUMENT AND SUPPLIES STORES

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

PART 2. 1997 NAICS

4511 SPORTING GOODS, HOBBY, AND MUSICAL INSTRUMENT STORES

This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

45111 SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

451110 SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

4511101 GENERAL-LINE SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing five or more lines of sporting goods and equipment, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

4511102 SPECIALTY-LINE SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing a maximum of four lines of sporting goods, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

45112 HOBBY, TOY, AND GAME STORES

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

451120 HOBBY, TOY, AND GAME STORES

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

45113 SEWING, NEEDLEWORK, AND PIECE GOODS STORES

This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

451130 SEWING, NEEDLEWORK, AND PIECE GOODS STORES

This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

45114 MUSICAL INSTRUMENT AND SUPPLIES STORES

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

451140 MUSICAL INSTRUMENT AND SUPPLIES STORES

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

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.

