

# Electronics and Appliance Stores: 2002

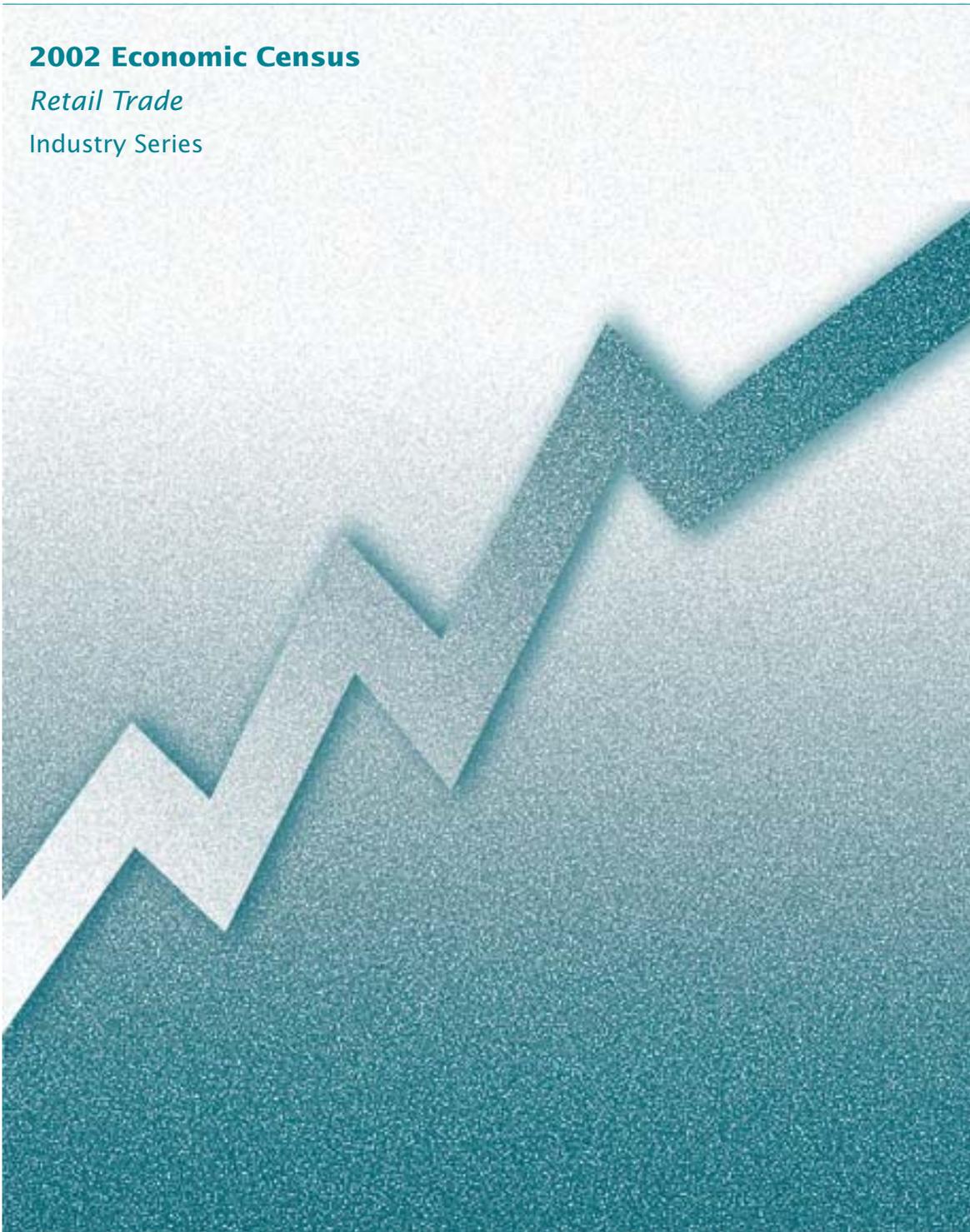
Issued October 2004

EC02-44I-13

## 2002 Economic Census

*Retail Trade*

Industry Series



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-- Not applicable for this report.

# Introduction to the Economic Census

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## **PURPOSES AND USES OF THE ECONOMIC CENSUS**

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

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

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

## **INDUSTRY CLASSIFICATIONS**

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

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

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

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

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## **RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS**

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

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

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

## **BASIS OF REPORTING**

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

## **GEOGRAPHIC AREA CODING**

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

## **AVAILABILITY OF ADDITIONAL DATA**

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

## **HISTORICAL INFORMATION**

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

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

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

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

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

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

#### **SOURCES FOR MORE INFORMATION**

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

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# Retail Trade

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## SCOPE

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

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

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

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

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

The tabulations for this sector do not include central administrative offices, warehouses, or other establishments that serve retail establishments within the same organization. Data for such establishments are classified according to the nature of the service they provide. For example, separate headquarters establishments are reported in NAICS sector 55, Management of Companies and Enterprises.

The reports described below exclude establishments of firms with no paid employees. These “nonemployers,” typically self-employed individuals or partnerships operating businesses that they have not chosen to incorporate, are reported separately in *Nonemployer Statistics*. The contribution of nonemployers, moderate for this sector, may be examined at [www.census.gov/nonemployerimpact](http://www.census.gov/nonemployerimpact).

**Definitions.** Industry categories are defined in Appendix B, NAICS Codes, Titles, and Descriptions. Other terms are defined in Appendix A, Explanation of Terms.

## REPORTS

The following reports provide statistics on this sector.

**Industry Series.** There are 21 reports, each covering a group of related industries. The reports present, by kind of business for the United States, general statistics for establishments of firms with payroll on number of establishments, sales, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

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**Geographic Area Series.** There is a separate report for each state, the District of Columbia, and the United States. Each state report presents, for establishments of firms with payroll, general statistics on number of establishments, sales, payroll, and employment by kind of business for the state, metropolitan and micropolitan statistical areas, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. The United States report presents data for the United States as a whole for detailed kind-of-business classifications.

**Subject Series:**

- **Product Lines.** This report presents data on major categories of products sold for establishments of firms with payroll by kind of business. Data are presented for the United States, states, and metropolitan and micropolitan statistical areas.
- **Establishment and Firm Size (Including Legal Form of Organization).** This report presents sales, payroll, and employment data for the United States by sales size, by employment size, and by legal form of organization for establishments of firms with payroll; and by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.
- **Miscellaneous Subjects.** This report presents data for a variety of industry-specific topics for establishments of firms with payroll. Presentation of data varies by kind of business.

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

**Other reports.** Data for this sector are also included in reports with multisector coverage, including *Nonemployer Statistics*, *Comparative Statistics*, *Bridge Between 2002 NAICS and 1997 NAICS*, *Business Expenses*, and the Survey of Business Owners reports.

**GEOGRAPHIC AREAS COVERED**

The level of geographic detail varies by report. Maps are available at [www.census.gov/econ2002maps](http://www.census.gov/econ2002maps). Notes specific to areas in the state are included in Appendix D, Geographic Notes. Data may be presented for —

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

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4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
  5. Economic places.
    - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
    - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
    - c. Townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 2000 Census of Population).
    - d. Balance of county. Areas outside the entities listed above, including incorporated municipalities with populations of fewer than 2,500, towns and townships not qualifying as noted above, and the remainders of counties outside places are categorized as "Balance of county."

## **DOLLAR VALUES**

All dollar values presented are expressed in current dollars; i.e., 2002 data are expressed in 2002 dollars, and 1997 data, in 1997 dollars. Consequently, when making comparisons with prior years, users of the data should consider the changes in prices that have occurred.

All dollar values are shown in thousands of dollars.

## **COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES**

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS). There were revisions to some industries in this sector for 2002.

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

## **RELIABILITY OF DATA**

All data compiled for this sector are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, processing, and estimation for missing or misreported data. Data presented in the Miscellaneous Subjects and Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data, as by the percentages shown in the tables. Precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors. More information on the reliability of the data is included in Appendix C, Methodology.

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## **DISCLOSURE**

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

## **AVAILABILITY OF MORE FREQUENT ECONOMIC DATA**

The Census Bureau conducts annual and monthly surveys on retail trade. These surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county, and Statistics of U.S. Businesses provides annual statistics classified by the employment size of the enterprise, further classified by industry for the United States, and by broader categories for states and metropolitan areas.

## **CONTACTS FOR DATA USERS**

Questions about these data may be directed to the U.S. Census Bureau, Service Sector Statistics Division, Retail Census Branch, 1-800-541-8345 or [rcb@census.gov](mailto:rcb@census.gov).

## **ABBREVIATIONS AND SYMBOLS**

The following abbreviations and symbols are used with these data:

D	Withheld to avoid disclosing data of individual companies; data are included in higher level totals
N	Not available or not comparable
S	Withheld because estimates did not meet publication standards
X	Not applicable
Z	Less than half the unit shown
a	0 to 19 employees
b	20 to 99 employees
c	100 to 249 employees
e	250 to 499 employees
f	500 to 999 employees
g	1,000 to 2,499 employees
h	2,500 to 4,999 employees
i	5,000 to 9,999 employees
j	10,000 to 24,999 employees
k	25,000 to 49,999 employees
l	50,000 to 99,999 employees
m	100,000 employees or more
r	Revised
–	Represents zero (page image/print only)
(CC)	Consolidated city
(IC)	Independent city

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
443	Electronics and appliance stores .....	46 742	83 279 572	9 480 944	2 301 690	396 013	10.6	7.8
4431	Electronics and appliance stores .....	46 742	83 279 572	9 480 944	2 301 690	396 013	10.6	7.8
44311	Appliance, television, and other electronics stores .....	33 847	63 043 304	7 160 440	1 732 459	301 316	10.3	7.3
443111	Household appliance stores .....	10 326	14 175 201	1 794 776	427 921	70 122	15.3	6.5
443112	Radio, television, and other electronics stores .....	23 521	48 868 103	5 365 664	1 304 538	231 194	8.8	7.5
44312	Computer and software stores .....	10 133	17 130 867	1 897 081	467 831	75 277	11.8	10.3
443120	Computer and software stores .....	10 133	17 130 867	1 897 081	467 831	75 277	11.8	10.3
44313	Camera and photographic supplies stores .....	2 762	3 105 401	423 423	101 400	19 420	9.8	5.3
443130	Camera and photographic supplies stores .....	2 762	3 105 401	423 423	101 400	19 420	9.8	5.3

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

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

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

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)	
443	Electronics and appliance stores .....	2002..	46 742	83 279 572	9 480 944	396 013
		1997..	43 373	68 561 331	7 064 114	345 042
4431	Electronics and appliance stores .....	2002..	46 742	83 279 572	9 480 944	396 013
		1997..	43 373	68 561 331	7 064 114	345 042
44311	Appliance, television, and other electronics stores .....	2002..	33 847	63 043 304	7 160 440	301 316
		1997..	28 789	42 250 978	4 462 377	237 033
443111	Household appliance stores.....	2002..	10 326	14 175 201	1 794 776	70 122
		1997..	10 484	10 062 894	1 217 530	60 220
443112	Radio, television, and other electronics stores .....	2002..	23 521	48 868 103	5 365 664	231 194
		1997..	18 305	32 168 084	3 244 847	176 813
44312	Computer and software stores .....	2002..	10 133	17 130 867	1 897 081	75 277
		1997..	11 741	24 058 663	2 277 764	90 501
443120	Computer and software stores .....	2002..	10 133	17 130 867	1 897 081	75 277
		1997..	11 741	24 058 663	2 277 764	90 501
44313	Camera and photographic supplies stores .....	2002..	2 762	3 105 401	423 423	19 420
		1997..	2 843	2 251 690	323 973	17 508
443130	Camera and photographic supplies stores .....	2002..	2 762	3 105 401	423 423	19 420
		1997..	2 843	2 251 690	323 973	17 508

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

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
443		Electronics and appliance stores .....	46 742	X	83 279 572	X	100.0	71.3
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	87	667 000	3 138	.5	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	17	4 713	489	10.4	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	18	3 379	587	17.4	Z	X
	20180	Soaps, detergents, & household cleaners .....	40	25 657	1 276	5.0	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	12	11 986	1 296	10.8	Z	X
	20200	Men's, juniors', & misses' wear .....	44	13 880	1 780	12.8	Z	X
	20220	Women's, juniors', & misses' wear .....	42	14 196	1 998	14.1	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	749	294 841	49 493	16.8	.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	35	659 856	114 542	17.4	.1	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. ....	12 342	42 140 966	11 973 649	28.4	14.4	68.3
	20301	Kitchen appliances, parts, accessories, including refrigerators, freezers, dishwashers, microwave ovens, etc. ....	9 099	40 735 053	7 117 288	17.5	8.5	X
	20302	Laundry appliances, parts, accessories, including clothes washers & dryers .....	8 241	37 031 062	2 751 939	7.4	3.3	X
	20303	Other major household appliances, parts, accessories, including room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc. ....	9 609	35 479 837	2 104 422	5.9	2.5	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. ....	4 287	4 645 205	216 574	4.7	.3	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	18 534	61 653 429	19 361 460	31.4	23.2	67.8
	20321	Televisions .....	17 034	57 314 607	9 053 419	15.8	10.9	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices .....	12 800	58 081 402	7 680 634	13.2	9.2	X
	20323	Video tapes, laser discs, & DVDs .....	7 180	41 257 375	2 627 407	6.4	3.2	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	17 109	57 927 864	9 657 664	16.7	11.6	70.1
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment .....	17 012	57 879 346	7 753 851	13.4	9.3	X
	20335	Records, tapes, audio tape books, & compact discs .....	4 363	37 670 914	1 885 094	5.0	2.3	X
	20337	Musical instruments, sheet music, & related items .....	226	124 848	18 719	15.0	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	5 302	41 079 450	719 291	1.8	.9	X
	20360	Flooring & floor coverings .....	178	795 509	73 593	9.3	.1	X
	20370	Computer hardware, software, & supplies, including computer game software .....	18 738	59 147 158	24 019 589	40.6	28.8	70.2
	20375	Computer & peripheral equipment .....	17 026	57 551 464	20 300 328	35.3	24.4	X
	20376	Prepackaged (off-the-shelf) computer software .....	10 168	49 160 434	3 719 261	7.6	4.5	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	325	1 175 604	82 362	7.0	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	343	87 404	9 270	10.6	Z	X
	20420	Books .....	485	992 020	16 110	1.6	Z	X
	20440	Photographic equipment & supplies .....	4 298	5 718 195	2 939 991	51.4	3.5	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	8 060	43 282 231	2 176 433	5.0	2.6	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ....	48	48 708	2 890	5.9	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. ....	500	352 390	12 504	3.5	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	3 874	2 465 438	295 857	12.0	.4	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	826	1 917 374	142 636	7.4	.2	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 .....	118	675 649	37 978	5.6	Z	X
	20670	Paint & sundries .....	114	750 933	9 912	1.3	Z	X
	20690	Wallpaper & other flexible wallcoverings .....	26	596 351	2 835	.5	Z	X
	20730	Automotive lubricants, including oil, greases, etc. ....	30	9 381	142	1.5	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	671	698 438	42 115	6.0	.1	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	31	18 751	2 410	12.9	Z	X
	20850	All other merchandise .....	18 574	53 617 684	6 204 732	11.6	7.5	70.9
	20853	Office & school supplies .....	1 222	573 589	33 247	5.8	Z	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. ....	7 246	33 935 169	910 084	2.7	1.1	X
	20856	Magazines & newspapers .....	161	150 790	2 638	1.7	Z	X
	20865	Telephones .....	17 052	51 858 771	5 200 735	10.0	6.2	X
	20882	Typewriters .....	189	96 744	9 598	9.9	Z	X
	20883	All other merchandise .....	432	238 052	48 430	20.3	.1	X
	29810	All other merchandise .....	7 659	18 568 696	570 355	3.1	.7	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
443		Electronics and appliance 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	24 205	65 014 414	4 534 621	7.0	5.4	67.7
	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	15 807	28 182 291	1 106 077	3.9	1.3	X
	29905	Labor charges for work contracted out to other establishments	1 449	1 964 385	64 266	3.3	.1	X
	29907	Parts installed in repair	8 960	15 166 446	556 304	3.7	.7	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	273	163 870	10 603	6.5	Z	X
	29917	Receipts from photofinishing performed by this establishment	468	839 771	126 273	15.0	.2	X
	29918	Receipts from photofinishing contracted out to other establishments	322	501 097	22 161	4.4	Z	X
	29924	Rental or lease of appliances, stereos, televisions, photographic equipment, etc.	681	698 713	21 914	3.1	Z	X
	29943	Value of service contracts	4 639	24 081 353	884 282	3.7	1.1	X
	29956	All other nonmerchandise receipts, including charges for delivery, maintenance, storage, etc.	9 897	45 913 980	1 742 741	3.8	2.1	X
4431		Electronics and appliance stores	46 742	X	83 279 572	X	100.0	71.3
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	87	667 000	3 138	.5	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	17	4 713	489	10.4	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	18	3 379	587	17.4	Z	X
	20180	Soaps, detergents, & household cleaners	40	25 657	1 276	5.0	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	12	11 986	1 296	10.8	Z	X
	20200	Men's wear	44	13 880	1 780	12.8	Z	X
	20220	Women's, juniors', & misses' wear	42	14 196	1 998	14.1	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	749	294 841	49 493	16.8	.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	35	659 856	114 542	17.4	.1	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.	12 342	42 140 966	11 973 649	28.4	14.4	68.3
	20301	Kitchen appliances, parts, accessories, including refrigerators, freezers, dishwashers, microwave ovens, etc.	9 099	40 735 053	7 117 288	17.5	8.5	X
	20302	Laundry appliances, parts, accessories, including clothes washers & dryers	8 241	37 031 062	2 751 939	7.4	3.3	X
	20303	Other major household appliances, parts, accessories, including room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc.	9 609	35 479 837	2 104 422	5.9	2.5	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.	4 287	4 645 205	216 574	4.7	.3	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	18 534	61 653 429	19 361 460	31.4	23.2	67.8
	20321	Televisions	17 034	57 314 607	9 053 419	15.8	10.9	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices	12 800	58 081 402	7 680 634	13.2	9.2	X
	20323	Video tapes, laser discs, & DVDs	7 180	41 257 375	2 627 407	6.4	3.2	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	17 109	57 927 864	9 657 664	16.7	11.6	70.1
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	17 012	57 879 346	7 753 851	13.4	9.3	X
	20335	Records, tapes, audio tape books, & compact discs	4 363	37 670 914	1 885 094	5.0	2.3	X
	20337	Musical instruments, sheet music, & related items	226	124 848	18 719	15.0	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	5 302	41 079 450	719 291	1.8	.9	X
	20360	Flooring & floor coverings	178	795 509	73 593	9.3	.1	X
	20370	Computer hardware, software, & supplies, including computer game software	18 738	59 147 158	24 019 589	40.6	28.8	70.2
	20375	Computer & peripheral equipment	17 026	57 551 464	20 300 328	35.3	24.4	X
	20376	Prepackaged (off-the-shelf) computer software	10 168	49 160 434	3 719 261	7.6	4.5	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	325	1 175 604	82 362	7.0	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	343	87 404	9 270	10.6	Z	X
	20420	Books	485	992 020	16 110	1.6	Z	X
	20440	Photographic equipment & supplies	4 298	5 718 195	2 939 991	51.4	3.5	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	8 060	43 282 231	2 176 433	5.0	2.6	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	48	48 708	2 890	5.9	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.	500	352 390	12 504	3.5	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	3 874	2 465 438	295 857	12.0	.4	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	826	1 917 374	142 636	7.4	.2	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	118	675 649	37 978	5.6	Z	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
4431		Electronics and appliance stores—Con.						
	20670	Paint & sundries . . . . .	114	750 933	9 912	1.3	Z	X
	20690	Wallpaper & other flexible wallcoverings . . . . .	26	596 351	2 835	.5	Z	X
	20730	Automotive lubricants, including oil, greases, etc. . . . .	30	9 381	142	1.5	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories . . . . .	671	698 438	42 115	6.0	.1	X
	20780	Household fuels, including oil, LP gas, wood, coal . . . . .	31	18 751	2 410	12.9	Z	X
	20850	All other merchandise . . . . .	18 574	53 617 684	6 204 732	11.6	7.5	70.9
	20853	Office & school supplies . . . . .	1 222	573 589	33 247	5.8	Z	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. . . . .	7 246	33 935 169	910 084	2.7	1.1	X
	20856	Magazines & newspapers . . . . .	161	150 790	2 638	1.7	Z	X
	20865	Telephones . . . . .	17 052	51 858 771	5 200 735	10.0	6.2	X
	20882	Typewriters . . . . .	189	96 744	9 598	9.9	Z	X
	20883	All other merchandise . . . . .	432	238 052	48 430	20.3	.1	X
	29810	All other merchandise . . . . .	7 659	18 568 696	570 355	3.1	.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 . . . . .	24 205	65 014 414	4 534 621	7.0	5.4	67.7
	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 . . . . .	15 807	28 182 291	1 106 077	3.9	1.3	X
	29905	Labor charges for work contracted out to other establishments . . . . .	1 449	1 964 385	64 266	3.3	.1	X
	29907	Parts installed in repair . . . . .	8 960	15 166 446	556 304	3.7	.7	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals . . . . .	273	163 870	10 603	6.5	Z	X
	29917	Receipts from photofinishing performed by this establishment . . . . .	468	839 771	126 273	15.0	.2	X
	29918	Receipts from photofinishing contracted out to other establishments . . . . .	322	501 097	22 161	4.4	Z	X
	29924	Rental or lease of appliances, stereos, televisions, photographic equipment, etc. . . . .	681	698 713	21 914	3.1	Z	X
	29943	Value of service contracts . . . . .	4 639	24 081 353	884 282	3.7	1.1	X
	29956	All other nonmerchandise receipts, including charges for delivery, maintenance, storage, etc. . . . .	9 897	45 913 980	1 742 741	3.8	2.1	X
44311		Appliance, television, and other electronics stores . . . . .	33 847	X	63 043 304	X	100.0	74.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. . . . .	84	667 000	3 138	.5	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others . . . . .	17	4 713	489	10.4	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics . . . . .	18	3 379	587	17.4	Z	X
	20180	Soaps, detergents, & household cleaners . . . . .	40	25 657	1 276	5.0	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. . . . .	12	11 986	1 296	10.8	Z	X
	20200	Men's wear . . . . .	44	13 880	1 780	12.8	Z	X
	20220	Women's, juniors', & misses' wear . . . . .	42	14 196	1 998	14.1	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. . . . .	749	294 841	49 493	16.8	.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings . . . . .	35	659 856	114 542	17.4	.2	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. . . . .	12 266	39 185 638	11 791 125	30.1	18.7	71.6
	20301	Kitchen appliances, parts, accessories, including refrigerators, freezers, dishwashers, microwave ovens, etc. . . . .	9 037	37 786 835	6 935 466	18.4	11.0	X
	20302	Laundry appliances, parts, accessories, including clothes washers & dryers . . . . .	8 238	37 025 255	2 751 883	7.4	4.4	X
	20303	Other major household appliances, parts, accessories, including room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc. . . . .	9 592	35 466 890	2 103 776	5.9	3.3	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. . . . .	4 271	4 611 041	214 360	4.6	.3	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories . . . . .	16 827	52 115 546	18 356 237	35.2	29.1	70.7
	20321	Televisions . . . . .	16 221	51 863 297	8 986 488	17.3	14.3	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices . . . . .	11 460	48 850 962	6 823 156	14.0	10.8	X
	20323	Video tapes, laser discs, & DVDs . . . . .	6 501	40 381 957	2 546 593	6.3	4.0	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	16 188	49 497 821	8 983 997	18.2	14.3	73.5
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment . . . . .	16 137	49 474 600	7 083 247	14.3	11.2	X
	20335	Records, tapes, audio tape books, & compact discs . . . . .	4 296	37 623 028	1 883 245	5.0	3.0	X
	20337	Musical instruments, sheet music, & related items . . . . .	214	117 099	17 505	14.9	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture . . . . .	5 248	40 948 763	707 605	1.7	1.1	X
	20360	Flooring & floor coverings . . . . .	178	795 509	73 593	9.3	.1	X
	20370	Computer hardware, software, & supplies, including computer game software . . . . .	8 550	41 836 457	10 283 184	24.6	16.3	73.8
	20375	Computer & peripheral equipment . . . . .	8 364	41 761 716	9 416 218	22.5	14.9	X
	20376	Prepackaged (off-the-shelf) computer software . . . . .	4 270	36 944 978	866 966	2.3	1.4	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. . . . .	314	1 134 431	80 556	7.1	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. . . . .	337	57 703	6 879	11.9	Z	X
	20420	Books . . . . .	306	106 794	7 223	6.8	Z	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
44311		Appliance, television, and other electronics stores—Con.						
	20440	Photographic equipment & supplies .....	1 453	2 506 978	96 232	3.8	.2	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	7 353	38 019 225	2 085 026	5.5	3.3	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	33	13 555	2 114	15.6	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	497	352 128	12 504	3.6	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	3 859	2 452 032	295 089	12.0	.5	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	820	1 909 260	142 243	7.5	.2	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 .....	117	666 395	37 730	5.7	.1	X
	20670	Paint & sundries .....	111	748 708	9 781	1.3	Z	X
	20690	Wallpaper & other flexible wallcoverings .....	26	596 351	2 835	.5	Z	X
	20730	Automotive lubricants, including oil, greases, etc. ....	27	7 025	142	2.0	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	665	694 971	41 665	6.0	.1	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	31	18 751	2 410	12.9	Z	X
	20850	All other merchandise .....	17 016	47 693 110	5 910 794	12.4	9.4	74.5
	20853	Office & school supplies .....	858	321 247	17 480	5.4	Z	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. ....	6 139	28 345 348	707 846	2.5	1.1	X
	20856	Magazines & newspapers .....	142	89 298	2 095	2.3	Z	X
	20865	Telephones .....	16 191	46 441 406	5 130 512	11.0	8.1	X
	20882	Typewriters .....	145	80 677	8 928	11.1	Z	X
	20883	All other merchandise .....	415	219 330	43 933	20.0	.1	X
	29810	All other merchandise .....	7 446	15 455 758	542 469	3.5	.9	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	17 875	50 905 921	3 182 912	6.3	5.0	73.0
	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 .....	10 441	18 985 025	618 496	3.3	1.0	X
	29905	Labor charges for work contracted out to other establishments .....	875	1 173 841	37 139	3.2	.1	X
	29907	Parts installed in repair .....	5 970	4 237 091	203 668	4.8	.3	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals .....	242	125 717	9 608	7.6	Z	X
	29917	Receipts from photofinishing performed by this establishment .....	77	89 304	9 960	11.2	Z	X
	29918	Receipts from photofinishing contracted out to other establishments ..	61	69 906	2 777	4.0	Z	X
	29924	Rental or lease of appliances, stereos, televisions, photographic equipment, etc. ....	447	434 529	13 625	3.1	Z	X
	29943	Value of service contracts .....	3 293	17 383 281	589 051	3.4	.9	X
	29956	All other nonmerchandise receipts, including charges for delivery, maintenance, storage, etc. ....	8 926	43 614 024	1 698 588	3.9	2.7	X
443111		Household appliance stores .....	10 326	X	14 175 201	X	100.0	75.0
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	47	662 549	2 693	.4	Z	X
	20180	Soaps, detergents, & household cleaners .....	37	25 657	1 276	5.0	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	9	10 206	851	8.3	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	715	291 726	49 048	16.8	.3	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	35	659 856	114 542	17.4	.8	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. ....	10 019	14 059 957	9 761 532	69.4	68.9	66.4
	20301	Kitchen appliances, parts, accessories, including refrigerators, freezers, dishwashers, microwave ovens, etc. ....	6 844	12 671 396	5 503 259	43.4	38.8	X
	20302	Laundry appliances, parts, accessories, including clothes washers & dryers .....	6 242	11 972 616	2 434 624	20.3	17.2	X
	20303	Other major household appliances, parts, accessories, including room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc. ....	7 625	10 465 388	1 823 649	17.4	12.9	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. ....	875	2 763 597	160 613	5.8	1.1	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	3 121	8 378 253	1 779 644	21.2	12.6	67.0
	20321	Televisions .....	3 108	8 353 453	1 458 578	17.5	10.3	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices .....	1 756	6 540 735	309 178	4.7	2.2	X
	20323	Video tapes, laser discs, & DVDs .....	216	879 214	11 888	1.4	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	1 705	6 417 397	330 724	5.2	2.3	67.1
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment .....	1 679	6 401 033	327 298	5.1	2.3	X
	20335	Records, tapes, audio tape books, & compact discs .....	39	28 044	2 851	10.2	Z	X
	20337	Musical instruments, sheet music, & related items .....	6	6 802	575	8.5	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	1 310	3 303 531	288 054	8.7	2.0	X
	20360	Flooring & floor coverings .....	167	792 394	73 148	9.2	.5	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
443111		Household appliance stores—Con.						
	20370	Computer hardware, software, & supplies, including computer game software . . . . .	599	2 980 336	121 487	4.1	.9	66.5
	20375	Computer & peripheral equipment . . . . .	459	2 924 157	115 256	3.9	.8	X
	20376	Prepackaged (off-the-shelf) computer software . . . . .	147	76 177	6 231	8.2	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 . . . . .	237	1 004 029	76 550	7.6	.5	X
	20420	Books . . . . .	86	41 108	992	2.4	Z	X
	20440	Photographic equipment & supplies . . . . .	65	588 554	4 253	.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles . . . . .	91	464 521	1 276	.3	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 . . . . .	395	329 999	11 483	3.5	.1	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures . . . . .	685	1 490 806	230 216	15.4	1.6	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc . . . . .	769	1 810 457	140 908	7.8	1.0	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 . . . . .	100	661 840	37 425	5.7	.3	X
	20670	Paint & sundries . . . . .	102	742 922	9 781	1.3	.1	X
	20690	Wallpaper & other flexible wallcoverings . . . . .	26	596 351	2 835	.5	Z	X
	20730	Automotive lubricants, including oil, greases, etc . . . . .	21	5 245	142	2.7	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories . . . . .	281	382 872	22 398	5.9	.2	X
	20780	Household fuels, including oil, LP gas, wood, coal . . . . .	28	17 861	2 410	13.5	Z	X
	20850	All other merchandise . . . . .	483	2 969 846	206 968	7.0	1.5	74.4
	20853	Office & school supplies . . . . .	26	40 063	807	2.0	Z	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. . . . .	212	2 198 607	56 144	2.6	.4	X
	20856	Magazines & newspapers . . . . .	13	7 365	203	2.8	Z	X
	20865	Telephones . . . . .	391	2 587 924	130 276	5.0	.9	X
	20883	All other merchandise . . . . .	42	53 368	15 237	28.6	.1	X
	29810	All other merchandise . . . . .	992	1 399 943	62 090	4.4	.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 . . . . .	5 159	7 071 724	680 302	9.6	4.8	65.3
	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 . . . . .	4 191	4 338 856	300 129	6.9	2.1	X
	29905	Labor charges for work contracted out to other establishments . . . . .	421	790 548	19 756	2.5	.1	X
	29907	Parts installed in repair . . . . .	3 241	2 812 920	152 449	5.4	1.1	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals . . . . .	26	31 398	2 007	6.4	Z	X
	29924	Rental or lease of appliances, stereos, televisions, photographic equipment, etc . . . . .	185	298 568	7 014	2.3	Z	X
	29943	Value of service contracts . . . . .	697	3 278 663	133 020	4.1	.9	X
	29956	All other nonmerchandise receipts, including charges for delivery, maintenance, storage, etc. . . . .	1 036	3 230 222	65 662	2.0	.5	X
443112		Radio, television, and other electronics stores . . . . .	23 521	X	48 868 103	X	100.0	74.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc . . . . .	37	4 451	445	10.0	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others . . . . .	17	4 713	489	10.4	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics . . . . .	14	2 670	445	16.7	Z	X
	20200	Men's wear . . . . .	40	12 462	1 780	14.3	Z	X
	20220	Women's, juniors', & misses' wear . . . . .	40	13 204	1 998	15.1	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc . . . . .	34	3 115	445	14.3	Z	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc . . . . .	2 247	25 125 681	2 029 593	8.1	4.2	74.4
	20301	Kitchen appliances, parts, accessories, including refrigerators, freezers, dishwashers, microwave ovens, etc . . . . .	2 193	25 115 439	1 432 207	5.7	2.9	X
	20302	Laundry appliances, parts, accessories, including clothes washers & dryers . . . . .	1 996	25 052 639	317 259	1.3	.6	X
	20303	Other major household appliances, parts, accessories, including room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc . . . . .	1 967	25 001 502	280 127	1.1	.6	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 . . . . .	3 396	1 847 444	53 747	2.9	.1	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories . . . . .	13 706	43 737 293	16 576 593	37.9	33.9	71.4
	20321	Televisions . . . . .	13 113	43 509 844	7 527 910	17.3	15.4	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices . . . . .	9 704	42 310 227	6 513 978	15.4	13.3	X
	20323	Video tapes, laser discs, & DVDs . . . . .	6 285	39 502 743	2 534 705	6.4	5.2	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	14 483	43 080 424	8 653 273	20.1	17.7	74.4

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
443112		Radio, television, and other electronics stores—Con.						
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories—Con.						
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	14 458	43 073 567	6 755 949	15.7	13.8	X
	20335	Records, tapes, audio tape books, & compact discs	4 257	37 594 984	1 880 394	5.0	3.8	X
	20337	Musical instruments, sheet music, & related items	208	110 297	16 930	15.3	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	3 938	37 645 232	419 551	1.1	.9	X
	20360	Flooring & floor coverings	11	3 115	445	14.3	Z	X
	20370	Computer hardware, software, & supplies, including computer game software	7 951	38 856 121	10 161 697	26.2	20.8	74.3
	20375	Computer & peripheral equipment	7 905	38 837 559	9 300 962	23.9	19.0	X
	20376	Prepackaged (off-the-shelf) computer software	4 123	36 868 801	860 735	2.3	1.8	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	77	130 402	4 006	3.1	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc	333	53 876	6 737	12.5	Z	X
	20420	Books	220	65 686	6 231	9.5	Z	X
	20440	Photographic equipment & supplies	1 388	1 918 424	91 979	4.8	.2	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	7 262	37 554 704	2 083 750	5.5	4.3	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc	29	8 594	838	9.8	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc	102	22 129	1 021	4.6	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	3 174	961 226	64 873	6.7	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc	51	98 803	1 335	1.4	Z	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	17	4 555	305	6.7	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	384	312 099	19 267	6.2	Z	X
	20850	All other merchandise	16 533	44 723 264	5 703 826	12.8	11.7	74.5
	20853	Office & school supplies	832	281 184	16 673	5.9	Z	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc	5 927	26 146 741	651 702	2.5	1.3	X
	20856	Magazines & newspapers	129	81 933	1 892	2.3	Z	X
	20865	Telephones	15 800	43 853 482	5 000 236	11.4	10.2	X
	20882	Typewriters	141	27 042	4 627	17.1	Z	X
	20883	All other merchandise	373	165 962	28 696	17.3	.1	X
	29810	All other merchandise	6 454	14 055 815	480 379	3.4	1.0	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	12 716	43 834 197	2 502 610	5.7	5.1	74.2
	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	6 250	14 646 169	318 367	2.2	.7	X
	29905	Labor charges for work contracted out to other establishments	454	383 293	17 383	4.5	Z	X
	29907	Parts installed in repair	2 729	1 424 171	51 219	3.6	.1	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	216	94 319	7 601	8.1	Z	X
	29917	Receipts from photofinishing performed by this establishment	73	78 696	9 695	12.3	Z	X
	29918	Receipts from photofinishing contracted out to other establishments	61	69 906	2 777	4.0	Z	X
	29924	Rental or lease of appliances, stereos, televisions, photographic equipment, etc	262	135 961	6 611	4.9	Z	X
	29943	Value of service contracts	2 596	14 104 618	456 031	3.2	.9	X
	29956	All other nonmerchandise receipts, including charges for delivery, maintenance, storage, etc	7 890	40 383 802	1 632 926	4.0	3.3	X
44312		Computer and software stores	10 133	X	17 130 867	X	100.0	60.0
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc	75	2 933 994	179 853	6.1	1.1	60.0
	20301	Kitchen appliances, parts, accessories, including refrigerators, freezers, dishwashers, microwave ovens, etc	61	2 926 884	179 151	6.1	1.0	X
	20303	Other major household appliances, parts, accessories, including room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc	17	12 947	646	5.0	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc	15	12 830	1 407	11.0	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	1 450	8 928 603	942 804	10.6	5.5	59.9
	20321	Televisions	765	5 327 785	61 454	1.2	.4	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices	1 122	8 684 970	804 694	9.3	4.7	X
	20323	Video tapes, laser discs, & DVDs	588	635 094	76 656	12.1	.4	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	884	8 350 979	664 475	8.0	3.9	60.0
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	842	8 335 759	661 701	7.9	3.9	X
	20335	Records, tapes, audio tape books, & compact discs	54	19 116	1 618	8.5	Z	X

See footnotes at end of table.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
44312		Computer and software stores—Con.						
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories—Con.						
	20337	Musical instruments, sheet music, & related items .....	11	7 504	1 156	15.4	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	54	130 687	11 686	8.9	.1	X
	20370	Computer hardware, software, & supplies, including computer game software .....	10 133	17 130 867	13 724 201	80.1	80.1	59.2
	20375	Computer & peripheral equipment .....	8 610	15 622 121	10 872 633	69.6	63.5	X
	20376	Prepackaged (off-the-shelf) computer software .....	5 889	12 153 444	2 851 568	23.5	16.6	X
	20420	Books .....	149	812 280	8 359	1.0	Z	X
	20440	Photographic equipment & supplies .....	83	105 816	6 229	5.9	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	703	5 255 211	90 320	1.7	.5	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	15	13 406	768	5.7	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	6	8 114	393	4.8	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	6	3 467	450	13.0	Z	X
	20850	All other merchandise .....	1 522	5 849 920	289 777	5.0	1.7	59.8
	20853	Office & school supplies .....	364	252 342	15 767	6.2	.1	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. ....	1 107	5 589 821	202 238	3.6	1.2	X
	20856	Magazines & newspapers .....	6	4 049	41	1.0	Z	X
	20865	Telephones .....	852	5 416 217	70 183	1.3	.4	X
	20882	Typewriters .....	44	16 067	670	4.2	Z	X
	29810	All other merchandise .....	179	3 024 092	23 414	.8	.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 const, rental/lease of tools/equip & oth svc provided .....	5 811	13 185 599	1 185 291	9.0	6.9	50.6
	29904	Labor charges for work perf by this estab, incl alteration charges; charges for auto & oth rep, maint, install, const, alteration, etc.; rpts from landscaping; & rpts from heater rep/install .....	5 264	8 985 268	478 052	5.3	2.8	X
	29905	Labor charges for work contracted out to other establishments .....	395	438 515	17 643	4.0	.1	X
	29907	Parts installed in repair .....	2 936	10 797 704	350 567	3.2	2.0	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals .....	17	13 410	501	3.7	Z	X
	29918	Receipts from photofinishing contracted out to other establishments ..	8	3 753	33	.9	Z	X
	29924	Rental or lease of appliances, stereos, televisions, photographic equipment, etc. ....	144	83 795	1 584	1.9	Z	X
	29943	Value of service contracts .....	1 330	6 672 240	294 802	4.4	1.7	X
	29956	All other nonmerchandise receipts, including charges for delivery, maintenance, storage, etc. ....	928	2 174 313	42 093	1.9	.2	X
443120		Computer and software stores .....	10 133	X	17 130 867	X	100.0	60.0
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. ....	75	2 933 994	179 853	6.1	1.1	60.0
	20301	Kitchen appliances, parts, accessories, including refrigerators, freezers, dishwashers, microwave ovens, etc. ....	61	2 926 884	179 151	6.1	1.0	X
	20303	Other major household appliances, parts, accessories, including room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc. ....	17	12 947	646	5.0	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	15	12 830	1 407	11.0	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	1 450	8 928 603	942 804	10.6	5.5	59.9
	20321	Televisions .....	765	5 327 785	61 454	1.2	.4	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices .....	1 122	8 684 970	804 694	9.3	4.7	X
	20323	Video tapes, laser discs, & DVDs .....	588	635 094	76 656	12.1	.4	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	884	8 350 979	664 475	8.0	3.9	60.0
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment .....	842	8 335 759	661 701	7.9	3.9	X
	20335	Records, tapes, audio tape books, & compact discs .....	54	19 116	1 618	8.5	Z	X
	20337	Musical instruments, sheet music, & related items .....	11	7 504	1 156	15.4	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	54	130 687	11 686	8.9	.1	X
	20370	Computer hardware, software, & supplies, including computer game software .....	10 133	17 130 867	13 724 201	80.1	80.1	59.2
	20375	Computer & peripheral equipment .....	8 610	15 622 121	10 872 633	69.6	63.5	X
	20376	Prepackaged (off-the-shelf) computer software .....	5 889	12 153 444	2 851 568	23.5	16.6	X
	20420	Books .....	149	812 280	8 359	1.0	Z	X
	20440	Photographic equipment & supplies .....	83	105 816	6 229	5.9	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	703	5 255 211	90 320	1.7	.5	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	15	13 406	768	5.7	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	6	8 114	393	4.8	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	6	3 467	450	13.0	Z	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
443120		Computer and software stores—Con.						
	20850	All other merchandise .....	1 522	5 849 920	289 777	5.0	1.7	59.8
	20853	Office & school supplies .....	364	252 342	15 767	6.2	.1	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. ....	1 107	5 589 821	202 238	3.6	1.2	X
	20856	Magazines & newspapers .....	6	4 049	41	1.0	Z	X
	20865	Telephones .....	852	5 416 217	70 183	1.3	.4	X
	20882	Typewriters .....	44	16 067	670	4.2	Z	X
	29810	All other merchandise .....	179	3 024 092	23 414	.8	.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 .....	5 811	13 185 599	1 185 291	9.0	6.9	50.6
	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 .....	5 264	8 985 268	478 052	5.3	2.8	X
	29905	Labor charges for work contracted out to other establishments .....	395	438 515	17 643	4.0	.1	X
	29907	Parts installed in repair .....	2 936	10 797 704	350 567	3.2	2.0	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals .....	17	13 410	501	3.7	Z	X
	29918	Receipts from photofinishing contracted out to other establishments ..	8	3 753	33	.9	Z	X
	29924	Rental or lease of appliances, stereos, televisions, photographic equipment, etc. ....	144	83 795	1 584	1.9	Z	X
	29943	Value of service contracts .....	1 330	6 672 240	294 802	4.4	1.7	X
	29956	All other nonmerchandise receipts, including charges for delivery, maintenance, storage, etc. ....	928	2 174 313	42 093	1.9	.2	X
44313		Camera and photographic supplies stores .....	2 762	X	3 105 401	X	100.0	59.3
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	257	609 280	62 419	10.2	2.0	57.1
	20321	Televisions .....	48	123 525	5 477	4.4	.2	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices .....	218	545 470	52 784	9.7	1.7	X
	20323	Video tapes, laser discs, & DVDs .....	91	240 324	4 158	1.7	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	37	79 064	9 192	11.6	.3	58.3
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment .....	33	68 987	8 903	12.9	.3	X
	20335	Records, tapes, audio tape books, & compact discs .....	13	28 770	231	.8	Z	X
	20370	Computer hardware, software, & supplies, including computer game software .....	55	179 834	12 204	6.8	.4	47.9
	20375	Computer & peripheral equipment .....	52	167 627	11 477	6.8	.4	X
	20376	Prepackaged (off-the-shelf) computer software .....	9	62 012	727	1.2	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 .....	8	24 160	497	2.1	Z	X
	20420	Books .....	30	72 946	528	.7	Z	X
	20440	Photographic equipment & supplies .....	2 762	3 105 401	2 837 530	91.4	91.4	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ....	15	35 153	776	2.2	Z	X
	20850	All other merchandise .....	36	74 654	4 161	5.6	.1	55.9
	20856	Magazines & newspapers .....	13	57 443	502	.9	Z	X
	20865	Telephones .....	9	1 148	40	3.5	Z	X
	20883	All other merchandise .....	14	16 060	3 619	22.5	.1	X
	29810	All other merchandise .....	34	88 846	4 472	5.0	.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 .....	519	922 894	166 418	18.0	5.4	57.1
	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 .....	102	211 998	9 529	4.5	.3	X
	29905	Labor charges for work contracted out to other establishments .....	179	352 029	9 484	2.7	.3	X
	29907	Parts installed in repair .....	54	131 651	2 069	1.6	.1	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals .....	14	24 743	494	2.0	Z	X
	29917	Receipts from photofinishing performed by this establishment .....	386	750 341	116 297	15.5	3.7	X
	29918	Receipts from photofinishing contracted out to other establishments ..	253	427 438	19 351	4.5	.6	X
	29924	Rental or lease of appliances, stereos, televisions, photographic equipment, etc. ....	90	180 389	6 705	3.7	.2	X
	29943	Value of service contracts .....	16	25 832	429	1.7	Z	X
	29956	All other nonmerchandise receipts, including charges for delivery, maintenance, storage, etc. ....	43	125 643	2 060	1.6	.1	X
443130		Camera and photographic supplies stores .....	2 762	X	3 105 401	X	100.0	59.3
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	257	609 280	62 419	10.2	2.0	57.1
	20321	Televisions .....	48	123 525	5 477	4.4	.2	X
	20322	Video recorders & cameras, & electronic game/DVD combination devices .....	218	545 470	52 784	9.7	1.7	X
	20323	Video tapes, laser discs, & DVDs .....	91	240 324	4 158	1.7	.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 <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
443130		Camera and photographic supplies stores—Con.						
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	37	79 064	9 192	11.6	.3	58.3
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment . . . . .	33	68 987	8 903	12.9	.3	X
	20335	Records, tapes, audio tape books, & compact discs . . . . .	13	28 770	231	.8	Z	X
	20370	Computer hardware, software, & supplies, including computer game software . . . . .	55	179 834	12 204	6.8	.4	47.9
	20375	Computer & peripheral equipment . . . . .	52	167 627	11 477	6.8	.4	X
	20376	Prepackaged (off-the-shelf) computer software . . . . .	9	62 012	727	1.2	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 . . . . .	8	24 160	497	2.1	Z	X
	20420	Books . . . . .	30	72 946	528	.7	Z	X
	20440	Photographic equipment & supplies . . . . .	2 762	3 105 401	2 837 590	91.4	91.4	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. . . . .	15	35 153	776	2.2	Z	X
	20850	All other merchandise . . . . .	36	74 654	4 161	5.6	.1	55.9
	20856	Magazines & newspapers . . . . .	13	57 443	502	.9	Z	X
	20865	Telephones . . . . .	9	1 148	40	3.5	Z	X
	20883	All other merchandise . . . . .	14	16 060	3 619	22.5	.1	X
	29810	All other merchandise . . . . .	34	88 846	4 472	5.0	.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 . . . . .	519	922 894	166 418	18.0	5.4	57.1
	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 . . . . .	102	211 998	9 529	4.5	.3	X
	29905	Labor charges for work contracted out to other establishments . . . . .	179	352 029	9 484	2.7	.3	X
	29907	Parts installed in repair . . . . .	54	131 651	2 069	1.6	.1	X
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals . . . . .	14	24 743	494	2.0	Z	X
	29917	Receipts from photofinishing performed by this establishment . . . . .	386	750 341	116 297	15.5	3.7	X
	29918	Receipts from photofinishing contracted out to other establishments . . . . .	253	427 438	19 351	4.5	.6	X
	29924	Rental or lease of appliances, stereos, televisions, photographic equipment, etc. . . . .	90	180 389	6 705	3.7	.2	X
	29943	Value of service contracts . . . . .	16	25 832	429	1.7	Z	X
	29956	All other nonmerchandise receipts, including charges for delivery, maintenance, storage, etc. . . . .	43	125 643	2 060	1.6	.1	X

<sup>1</sup>Product line sales and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.  
<sup>2</sup>Sales of establishments reporting product line sales as percent of total sales.

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

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

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

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
443	Electronics and appliance stores						
	All firms .....	46 742	83 279 572	100.0	9 480 944	2 301 690	396 013
	4 largest firms .....	6 847	36 562 007	43.9	2 934 613	707 817	139 107
	8 largest firms .....	9 713	42 412 491	50.9	3 442 640	834 824	164 565
	20 largest firms .....	11 087	50 061 796	60.1	4 237 752	1 038 006	191 560
	50 largest firms .....	11 588	54 623 213	65.6	4 778 334	1 168 995	209 010
4431	Electronics and appliance stores						
	All firms .....	46 742	83 279 572	100.0	9 480 944	2 301 690	396 013
	4 largest firms .....	6 847	36 562 007	43.9	2 934 613	707 817	139 107
	8 largest firms .....	9 713	42 412 491	50.9	3 442 640	834 824	164 565
	20 largest firms .....	11 087	50 061 796	60.1	4 237 752	1 038 006	191 560
	50 largest firms .....	11 588	54 623 213	65.6	4 778 334	1 168 995	209 010
44311	Appliance, television, and other electronics stores						
	All firms .....	33 847	63 043 304	100.0	7 160 440	1 732 459	301 316
	4 largest firms .....	6 641	33 502 104	53.1	2 691 419	653 483	127 551
	8 largest firms .....	6 855	36 145 736	57.3	2 999 581	733 473	138 061
	20 largest firms .....	7 541	40 641 511	64.5	3 514 697	860 596	155 298
	50 largest firms .....	8 022	42 729 012	67.8	3 775 437	925 866	163 152
443111	Household appliance stores						
	All firms .....	10 326	14 175 201	100.0	1 794 776	427 921	70 122
	4 largest firms .....	160	2 352 756	16.6	229 485	56 486	8 768
	8 largest firms .....	197	3 294 339	23.2	325 667	78 209	11 499
	20 largest firms .....	536	4 100 901	28.9	408 764	97 109	13 545
	50 largest firms .....	873	5 068 684	35.8	523 530	127 245	16 889
443112	Radio, television, and other electronics stores						
	All firms .....	23 521	48 868 103	100.0	5 365 664	1 304 538	231 194
	4 largest firms .....	6 674	33 481 115	68.5	2 716 547	665 887	128 275
	8 largest firms .....	6 898	35 816 682	73.3	2 969 212	729 225	137 086
	20 largest firms .....	7 374	38 068 174	77.9	3 274 597	805 176	146 527
	50 largest firms .....	7 767	39 046 667	79.9	3 448 839	846 045	151 778
44312	Computer and software stores						
	All firms .....	10 133	17 130 867	100.0	1 897 081	467 831	75 277
	4 largest firms .....	1 787	8 767 994	51.2	643 016	154 760	29 222
	8 largest firms .....	2 521	10 736 931	62.7	877 450	212 438	38 105
	20 largest firms .....	2 548	11 180 385	65.3	916 693	222 454	39 069
	50 largest firms .....	2 625	11 684 478	68.2	979 242	237 786	40 575
443120	Computer and software stores						
	All firms .....	10 133	17 130 867	100.0	1 897 081	467 831	75 277
	4 largest firms .....	1 787	8 767 994	51.2	643 016	154 760	29 222
	8 largest firms .....	2 521	10 736 931	62.7	877 450	212 438	38 105
	20 largest firms .....	2 548	11 180 385	65.3	916 693	222 454	39 069
	50 largest firms .....	2 625	11 684 478	68.2	979 242	237 786	40 575
44313	Camera and photographic supplies stores						
	All firms .....	2 762	3 105 401	100.0	423 423	101 400	19 420
	4 largest firms .....	1 362	1 713 153	55.2	214 651	51 813	10 390
	8 largest firms .....	1 376	1 820 582	58.6	225 946	54 030	10 713
	20 largest firms .....	1 412	1 993 347	64.2	245 719	59 055	11 451
	50 largest firms .....	1 484	2 225 389	71.7	274 911	65 637	12 503
443130	Camera and photographic supplies stores						
	All firms .....	2 762	3 105 401	100.0	423 423	101 400	19 420
	4 largest firms .....	1 362	1 713 153	55.2	214 651	51 813	10 390
	8 largest firms .....	1 376	1 820 582	58.6	225 946	54 030	10 713
	20 largest firms .....	1 412	1 993 347	64.2	245 719	59 055	11 451
	50 largest firms .....	1 484	2 225 389	71.7	274 911	65 637	12 503

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

# Appendix A.

## Explanation of Terms

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### **ANNUAL PAYROLL**

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

### **ESTABLISHMENTS**

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

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

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling shoes within a department store would be considered a separate retail establishment under the "shoe stores" classification.

### **FIRMS**

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

### **FIRST-QUARTER PAYROLL**

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

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

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

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

## **SALES**

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

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

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

# Appendix B.

## NAICS Codes, Titles, and Descriptions

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

#### **443 ELECTRONICS AND APPLIANCE STORES**

Industries in the Electronics and Appliance Stores subsector retail new electronics and appliances from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store.

#### **4431 ELECTRONICS AND APPLIANCE STORES**

This industry group comprises establishments primarily engaged in retailing the following new products: household-type appliances, cameras, computers, and other electronic goods.

#### **44311 APPLIANCE, TELEVISION, AND OTHER ELECTRONICS STORES**

This industry comprises establishments primarily engaged in one of the following: (1) retailing an array of new household-type appliances and consumer-type electronic products, such as radios, televisions, and computers; (2) specializing in retailing a single line of new consumer-type electronic products (except computers); and (3) retailing these new products in combination with repair services.

#### **443111 HOUSEHOLD APPLIANCE STORES**

This industry comprises establishments known as appliance stores primarily engaged in retailing an array of new household appliances, such as refrigerators, dishwashers, ovens, irons, coffee-makers, hair dryers, electric razors, room air-conditioners, microwave ovens, sewing machines, and vacuum cleaners, or retailing new appliances in combination with appliance repair services.

#### **443112 RADIO, TELEVISION, AND OTHER ELECTRONICS STORES**

This industry comprises: (1) establishments known as consumer electronics stores primarily engaged in retailing a general line of new consumer-type electronic products; (2) establishments specializing in retailing a single line of consumer-type electronic products (except computers); or (3) establishments primarily engaged in retailing these new electronic products in combination with repair services.

#### **44312 COMPUTER AND SOFTWARE STORES**

This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

#### **443120 COMPUTER AND SOFTWARE STORES**

This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

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### **44313 CAMERA AND PHOTOGRAPHIC SUPPLIES STORES**

This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

### **443130 CAMERA AND PHOTOGRAPHIC SUPPLIES STORES**

This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

## **PART 2. 1997 NAICS**

### **443 ELECTRONICS AND APPLIANCE STORES**

Industries in the Electronics and Appliance Stores subsector retail new electronics and appliances from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store.

### **4431 ELECTRONICS AND APPLIANCE STORES**

This industry group comprises establishments primarily engaged in retailing the following new products: household-type appliances, cameras, computers, and other electronic goods.

### **44311 APPLIANCE, TELEVISION, AND OTHER ELECTRONICS STORES**

This industry comprises establishments primarily engaged in one of the following: (1) retailing an array of new household-type appliances and consumer-type electronic products, such as radios, televisions, and computers; (2) specializing in retailing a single line of new consumer-type electronic products (except computers); and (3) retailing these new products in combination with repair services.

### **443111 HOUSEHOLD APPLIANCE STORES**

This industry comprises establishments known as appliance stores primarily engaged in retailing an array of new household appliances, such as refrigerators, dishwashers, ovens, irons, coffee-makers, hair dryers, electric razors, room air-conditioners, microwave ovens, sewing machines, and vacuum cleaners, or retailing new appliances in combination with appliance repair services.

### **443112 RADIO, TELEVISION, AND OTHER ELECTRONICS STORES**

This industry comprises: (1) establishments known as consumer electronics stores primarily engaged in retailing a general line of new consumer-type electronic products; (2) establishments specializing in retailing a single line of consumer-type electronic products (except computers); or (3) establishments primarily engaged in retailing these new electronic products in combination with repair services.

### **44312 COMPUTER AND SOFTWARE STORES**

This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

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**443120 COMPUTER AND SOFTWARE STORES**

This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

**44313 CAMERA AND PHOTOGRAPHIC SUPPLIES STORES**

This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

**443130 CAMERA AND PHOTOGRAPHIC SUPPLIES STORES**

This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

# Appendix C.

## Methodology

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### SOURCES OF THE DATA

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

Firms in the 2002 Economic Census are divided into those sent report forms and those not sent report forms. The coverage of and the method of obtaining census information from each are described below:

1. Establishments sent a report form:
  - a. Large employers, i.e., all multiestablishment firms, and all employer firms with payroll above a specified cutoff. (The term “employers” refers to firms with one or more paid employees at any time during 2002 as shown in the active administrative records of other federal agencies.)
  - b. A sample of small employers, i.e., single-establishment firms with payroll below a specified cutoff in classifications for which specialized data precludes reliance solely on administrative records sources. The sample was stratified by industry and geography.
2. Establishments not sent a report form:
  - a. Small employers, i.e., single-establishment firms with payroll below a specified cutoff, not selected into the small employer sample. Although the payroll cutoff varies by kind of business, small employers not sent a report form generally include firms with less than 10 employees and represent about 10 percent of total sales of establishments covered in the census. Data on sales, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
  - b. All nonemployers, i.e., all firms with no paid employees during 2002. Sales information for these firms was obtained from administrative records of other federal agencies. Although consisting of many firms, nonemployers account for less than 10 percent of total sales of all establishments covered in the census. Data for nonemployers are not included in this report, but are released in the annual *Nonemployer Statistics* series.

The report forms used to collect information for establishments in this sector are available at [help.econ.census.gov/econhelp/resources/](http://help.econ.census.gov/econhelp/resources/).

A more detailed examination of census methodology is presented in the *History of the Economic Census* at [www.census.gov/econ/www/history.html](http://www.census.gov/econ/www/history.html).

### INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

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

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

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1. Establishments that returned a report form were classified on the basis of their self-designation, product line sales, and responses to other industry-specific inquiries.
  2. Establishments without a report form:
    - a. Small employers not sent a form were, where possible, classified on the basis of the most current kind-of-business classification available from one of the Census Bureau's current sample surveys or the 1997 Economic Census. Otherwise, the classification was obtained from administrative records of other federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 2002 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a kind-of-business code.
    - b. Nonemployers were classified on the basis of information obtained from administrative records of other federal agencies.

### **RELIABILITY OF DATA**

All data compiled in the economic census are subject to nonsampling errors. Nonsampling errors can be attributed to many sources during the development or execution of the census:

- inability to identify all cases in the actual universe;
- definition and classification difficulties;
- differences in the interpretation of questions;
- errors in recording or coding the data obtained; and
- other errors of collection, response, coverage, processing, and estimation for missing or misreported data.

Data presented in the Miscellaneous Subjects and the Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors. Specifically, these data are estimated based on information obtained from census report forms mailed to all large employers and to a sample of small employers in the universe. Sampling errors affect these estimates, insofar, as they may differ from results that would be obtained from a complete enumeration.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Census Bureau obtains limited information extracted from administrative records of other federal agencies, such as gross receipts from federal income tax records and employment and payroll from payroll tax records. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication.

Key tables in this report include a column for "Percent of sales from administrative records." This includes sales information obtained from administrative records of other federal agencies. The "Percent of sales estimated" includes sales information that was imputed based on historic company ratios or administrative records, or on industry averages.

The Census Bureau recommends that data users incorporate this information into their analyses, as nonsampling error and sampling error could impact the conclusions drawn from economic census data.

### **TREATMENT OF NONRESPONSE**

Census report forms included two different types of inquiries, "basic" and "industry-specific." Data for the basic inquiries, which include location, kind of business or operation, sales, payroll, and number of employees, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report form, were available only from establishments responding to those inquiries.

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Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for industry-specific inquiries were expanded in direct relationship to total sales of all establishments included in the category. In a few cases, expansion on the basis of sales was not appropriate, and another basic data item was used as the basis for expansion of reported data to account for nonrespondents.

All reports in which industry-specific data were expanded include a coverage indicator for each publication category, which shows the sales of establishments responding to the industry-specific inquiry as a percent of total sales for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

### **CONCENTRATION CATEGORIES**

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

### **DISCLOSURE**

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

# Appendix D. Geographic Notes

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Not applicable for this report.

# Appendix E. Metropolitan and Micropolitan Statistical Areas

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Not applicable for this report.

