

Internet Service Providers, Web Search Portals, and Data Processing Services: 2002

Issued November 2004

EC02-511-12

2002 Economic Census

Information

Industry Series



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

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-- Not applicable for this report.

Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

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

INDUSTRY CLASSIFICATIONS

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

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

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

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

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

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

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

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

BASIS OF REPORTING

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

GEOGRAPHIC AREA CODING

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

AVAILABILITY OF ADDITIONAL DATA

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

HISTORICAL INFORMATION

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

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

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

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

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

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

SOURCES FOR MORE INFORMATION

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

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Information

SCOPE

The Information sector (sector 51) comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the publishing industries, including software publishing, and both traditional publishing and publishing exclusively over the Internet; the telecommunications industries; the industries known as Internet service providers and Web search portals, data processing industries, and the information services industries.

The expressions “information age” and “global information economy” are used with considerable frequency today. The general idea of an “information economy” includes both the notion of industries primarily producing, processing, and distributing information, as well as the idea that every industry is using available information and information technology to reorganize and make themselves more productive.

For the purpose of developing NAICS, it is the transformation of information into a commodity that is produced and distributed by a number of growing industries that is at issue. The Information sector groups three types of establishments: (1) those engaged in producing and distributing information and cultural products; (2) those that provide the means to transmit or distribute these products as well as data or communications; and (3) those that process data. Cultural products are those that directly express attitudes, opinions, ideas, values, and artistic creativity; provide entertainment; or offer information and analysis concerning the past and present. Included in this definition are popular, mass-produced products, as well as cultural products that normally have a more limited audience, such as poetry books, literary magazines, or classical records.

The unique characteristics of information and cultural products, and of the processes involved in their production and distribution, distinguish the Information sector from the goods-producing and service-producing sectors. Some of these characteristics are:

1. Unlike traditional goods, an “information or cultural product,” such as a newspaper online or television program, does not necessarily have tangible qualities, nor is it necessarily associated with a particular form. A movie can be shown at a movie theater, on a television broadcast, through video-on-demand or rented at a local video store. A sound recording can be aired on radio, embedded in multimedia products, or sold at a record store.
2. Unlike traditional services, the delivery of these products does not require direct contact between the supplier and the consumer.
3. The value of these products to the consumer lies in their informational, educational, cultural, or entertainment content, not in the format in which they are distributed. Most of these products are protected from unlawful reproduction by copyright laws.
4. The intangible property aspect of information and cultural products makes the processes involved in their production and distribution very different from goods and services. Only those possessing the rights to these works are authorized to reproduce, alter, improve, and distribute them. Acquiring and using these rights often involves significant costs. In addition, technology is revolutionizing the distribution of these products. It is possible to distribute them in a physical form, via broadcast, or online.
5. Distributors of information and cultural products can easily add value to the products they distribute. For instance, broadcasters add advertising not contained in the original product.

This capacity means that unlike traditional distributors, they derive revenue not from sale of the distributed product to the final consumer, but from those who pay for the privilege of adding information to the original product. Similarly, a directory and mailing list publisher can acquire the rights to thousands of previously published newspaper and periodical articles and add new value by providing search and software and organizing the information in a way that facilitates research and retrieval. These products often command a much higher price than the original information.

The distribution modes for information commodities may either eliminate the necessity for traditional manufacture, or reverse the conventional order of manufacture-distribute: A newspaper distributed online, for example, can be printed locally or by the final consumer. Similarly, it is anticipated that packaged software, which today is mainly bought through the traditional retail channels, will soon be available mainly online. The NAICS Information sector is designed to make such economic changes transparent as they occur, or to facilitate designing surveys that will monitor the new phenomena and provide data to analyze the changes.

Many of the industries in the NAICS Information sector are engaged in producing products protected by copyright law, or in distributing them (other than distribution by traditional wholesale and retail methods). Examples are traditional publishing industries, software and directory and mailing list publishing industries, and film and sound industries. Broadcasting and telecommunications industries and information providers and processors are also included in the Information sector, because their technologies are so closely linked to other industries in the Information sector.

Many of the “kinds of business” included in this sector are not thought of as commercial businesses and the terms (such as “business,” “establishment,” and “firm”) used to describe them may not be descriptive of such services. However, these terms are applied to all “kinds of business” in order to maintain conformity in the measures of the production and delivery of goods and services and in the presentation of data.

Exclusions. The tabulations for this sector do not include central administrative offices, warehouses, or other establishments that serve information 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, relatively large for this sector, may be examined at www.census.gov/nonemployerimpact.

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

REPORTS

The following reports provide statistics on this sector.

Industry Series. There are 13 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, receipts, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

Geographic Area Series. There is a separate report for each state, the District of Columbia, and the United States. Each state report presents, for establishments of firms with payroll, general statistics on number of establishments, receipts, expenses of tax-exempt establishments, 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 product lines data for establishments of firms with payroll by kind of business. Data are presented for the United States and states.
- **Establishment and Firm Size (Including Legal Form of Organization).** This report presents receipts/revenue, payroll, and employment data for the United States by receipts/revenue size, by employment size, and by legal form of organization for establishments of firms with payroll; and by receipts/revenue 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.

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

GEOGRAPHIC AREAS COVERED

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

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000, but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
5. Economic places.

-
- a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments that 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).

The 1997 Economic Census was the first census to present data based on NAICS, the successor to the Standard Industrial Classification (SIC) system. NAICS was revised for 2002 and a number of revisions affect the Information Sector. New industries were created for Internet publishing and broadcasting and Web search portals. Revisions to the hierarchical structure were made and revised NAICS codes were assigned to selected industries. Most tables in the 2002 Economic Census reports present data based on 2002 NAICS. A comparative table in the Industry Series reports, and the multisector Comparative Statistics report, present data for both 2002 and 1997 based on 1997 NAICS.

These tables for 2002 include information establishments that primarily serve other establishments of the same enterprise. These "enterprise support" establishments were not included in data for the information sector in 1997, but were instead included in the "Other auxiliary establishments" kind-of-business category in the "Auxiliaries, Excluding Corporate, Subsidiary, and Regional Managing Offices" reports.

RELIABILITY OF DATA

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

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

DISCLOSURE

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

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts the Service Annual Survey (SAS) each year. This survey, while providing more frequent observations, yields 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 program 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, Service Census Branch, 1-800-541-8345 or scb@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
Q	Receipts not collected at this level of detail for multiestablishment firms
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. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab-lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini-strative records ¹	Estimated ²
518	Internet service providers, web search portals, and data processing services.....	18 642	79 212 494	26 047 935	7 106 448	521 041	4.4	18.1
5181	Internet service providers and web search portals	4 863	23 327 483	4 540 019	1 304 902	83 305	8.4	19.3
51811	Internet service providers	4 863	23 327 483	4 540 019	1 304 902	83 305	8.4	19.3
518111	Internet service providers	4 394	20 373 786	3 570 203	1 024 618	72 553	9.5	19.2
518112	Web search portals	469	2 953 697	969 816	280 284	10 752	1.3	19.6
5182	Data processing, hosting, and related services	13 779	55 885 011	21 507 916	5 801 546	437 736	2.7	17.6
51821	Data processing, hosting, and related services	13 779	55 885 011	21 507 916	5 801 546	437 736	2.7	17.6
518210	Data processing, hosting, and related services	13 779	55 885 011	21 507 916	5 801 546	437 736	2.7	17.6

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

²Includes receipts 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. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

1997 NAICS code	Kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
514191	Online information services	2002..	4 394	20 373 786	3 570 203
		1997..	4 165	8 042 568	2 355 992
5142	Data processing services	2002..	13 779	55 885 011	21 507 916
		1997..	7 588	30 836 645	9 773 857
51421	Data processing services	2002..	13 779	55 885 011	21 507 916
		1997..	7 588	30 836 645	9 773 857
514210	Data processing services	2002..	13 779	55 885 011	21 507 916
		1997..	7 588	30 836 645	9 773 857

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. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)	
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—			
						Establishments with the product line	All establishments ¹		
518		Internet service providers, web search portals, and data processing services	18 642	X	79 212 494	X	100.0	48.1	
	31170	Sale or licensing of rights to content	69		625 689	87 503	14.0	.1	X
	32660	Collocation services	1 674		7 037 319	4 020 913	57.1	5.1	X
	32670	Video and audio streaming services	260		899 083	163 324	18.2	.2	X
	32680	Other information technology (IT) infrastructure provisioning services ..	291		1 201 180	873 831	72.7	1.1	X
	32690	Information and document transformation services	1 784		5 585 936	2 713 289	48.6	3.4	X
	32700	Internet telecommunication services	199		977 584	523 141	53.5	.7	X
	32710	Internet backbone services	756		766 258	507 511	66.2	.6	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	576		16 765 710	3 692 129	22.0	4.7	X
	32730	Information search services on a contract or fee basis	140		2 465 925	608 395	24.7	.8	X
	35000	Information technology (IT) technical consulting services	2 393		7 792 320	2 173 567	27.9	2.7	X
	35050	Custom computer application design and development services	4 815		14 812 824	2 227 376	15.0	2.8	X
	35100	Computer network design and development services	1 384		4 351 457	667 260	15.3	.8	X
	35150	Computer systems design, development, and integration services	746		4 041 525	711 733	17.6	.9	X
	35200	Web site hosting services	4 457		10 439 735	3 206 629	30.7	4.0	X
	35250	Application service provisioning	2 782		10 096 097	5 871 934	58.2	7.4	X
	35300	Business process management services	3 762		18 340 443	13 285 357	72.4	16.8	X
	35350	Data storage services	693		4 336 378	1 251 947	28.9	1.6	X
	35400	Data management services	2 132		10 522 315	6 940 581	66.0	8.8	X
	35450	Information technology (IT) infrastructure (computer) and network management services	1 412		7 387 402	4 157 193	56.3	5.2	X
	35500	Information technology (IT) technical support services	3 930		15 484 422	4 704 602	30.4	5.9	X
	35550	Internet access services	4 351		22 021 143	15 900 266	72.2	20.1	X
	35700	Resale of computer hardware and software	2 638		8 760 792	1 049 638	12.0	1.3	X
	35750	Rental and leasing of computer hardware	125		1 480 530	63 285	4.3	.1	X
	35760	Information technology (IT) related training services	862		3 213 017	201 037	6.3	.3	X
	35770	Data analysis services	282		615 063	183 350	29.8	.2	X
	35780	Computer staff augmentation services	109		973 433	132 235	13.6	.2	X
	36030	Management consulting services	403		1 360 695	158 903	11.7	.2	X
	39000	Merchandise sales	834		18 447 421	1 116 621	6.1	1.4	X
	39500	All other receipts	2 121		25 060 382	2 018 944	8.1	2.5	X
5181		Internet service providers and web search portals	4 863	X	23 327 483	X	100.0	55.9	
	31170	Sale or licensing of rights to content	69		625 689	87 503	14.0	.4	X
	32660	Collocation services	1 082		2 258 118	91 975	4.1	.4	X
	32670	Video and audio streaming services	96		230 681	4 976	2.2	Z	X
	32700	Internet telecommunication services	141		601 434	492 027	81.8	2.1	X
	32710	Internet backbone services	756		766 258	507 511	66.2	2.2	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	576		16 765 710	3 692 129	22.0	15.8	X
	32730	Information search services on a contract or fee basis	140		2 465 925	608 395	24.7	2.6	X
	35000	Information technology (IT) technical consulting services	669		579 888	29 452	5.1	.1	X
	35050	Custom computer application design and development services	1 387		1 041 414	69 399	6.7	.3	48.1
	35051	Web site design and development services	1 328		1 007 203	59 281	5.9	.3	X
	35052	Database design and development services	405		202 710	9 281	4.6	Z	X
	35053	Customization and integration of cross-industry application software ..	35		15 232	495	3.3	Z	X
	35054	Customization and integration of vertical market application software ..	31		28 582	342	1.2	Z	X
	35100	Computer network design and development services	667		387 162	21 644	5.6	.1	51.6
	35101	Computer network security design and development services	437		248 018	9 767	3.9	Z	X
	35102	Computer network design and development services, other than security	423		235 757	11 877	5.0	.1	X
	35200	Web site hosting services	2 373		4 635 985	298 869	6.4	1.3	53.9
	35201	Web site hosting services with integration of related applications	1 358		2 381 794	179 362	7.5	.8	X
	35202	Web site hosting services without integration of related applications ..	1 402		3 719 133	119 507	3.2	.5	X
	35250	Application service provisioning	131		117 752	13 514	11.5	.1	50.4
	35251	Application service provisioning with integration services	114		100 838	12 319	12.2	.1	X
	35252	Application service provisioning without integration services	56		41 872	1 195	2.9	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	340		259 450	13 477	5.2	.1	X
	35500	Information technology (IT) technical support services	659		553 751	37 248	6.7	.2	49.4
	35501	Software-related technical support services	345		337 712	16 463	4.9	.1	X
	35502	Hardware-related technical support services	367		246 721	7 908	3.2	Z	X
	35503	Combined software and hardware technical support services	374		242 913	12 877	5.3	.1	X
	35550	Internet access services	3 971		20 638 224	15 763 586	76.4	67.6	53.7
	35551	Narrowband	3 230		19 856 256	13 076 082	65.9	56.1	X
	35552	Broadband	3 033		19 164 898	2 687 504	14.0	11.5	X
	35700	Resale of computer hardware and software	1 117		1 448 377	59 547	4.1	.3	X
	35760	Information technology (IT) related training services	93		43 804	1 019	2.3	Z	X
	39000	Merchandise sales	312		15 551 919	776 136	5.0	3.3	55.7
	39043	Sale of merchandise, excluding computer hardware and software	312		15 551 919	776 136	5.0	3.3	X
	39500	All other receipts	769		16 978 794	759 076	4.5	3.3	55.3
	39536	All other receipts	769		16 978 794	759 076	4.5	3.3	X
51811		Internet service providers and web search portals	4 863	X	23 327 483	X	100.0	55.9	
	31170	Sale or licensing of rights to content	69		625 689	87 503	14.0	.4	X
	32660	Collocation services	1 082		2 258 118	91 975	4.1	.4	X
	32670	Video and audio streaming services	96		230 681	4 976	2.2	Z	X
	32700	Internet telecommunication services	141		601 434	492 027	81.8	2.1	X
	32710	Internet backbone services	756		766 258	507 511	66.2	2.2	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	576		16 765 710	3 692 129	22.0	15.8	X
	32730	Information search services on a contract or fee basis	140		2 465 925	608 395	24.7	2.6	X
	35000	Information technology (IT) technical consulting services	669		579 888	29 452	5.1	.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. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51811		Internet service providers and web search portals—Con.						
	35050	Custom computer application design and development services	1 387	1 041 414	69 399	6.7	.3	48.1
	35051	Web site design and development services	1 328	1 007 203	59 281	5.9	.3	X
	35052	Database design and development services	405	202 710	9 281	4.6	Z	X
	35053	Customization and integration of cross-industry application software	35	15 232	495	3.3	Z	X
	35054	Customization and integration of vertical market application software	31	28 582	342	1.2	Z	X
	35100	Computer network design and development services	667	387 162	21 644	5.6	.1	51.6
	35101	Computer network security design and development services	437	248 018	9 767	3.9	Z	X
	35102	Computer network design and development services, other than security	423	235 757	11 877	5.0	.1	X
	35200	Web site hosting services	2 373	4 635 985	298 869	6.4	1.3	53.9
	35201	Web site hosting services with integration of related applications	1 358	2 381 794	179 362	7.5	.8	X
	35202	Web site hosting services without integration of related applications	1 402	3 719 133	119 507	3.2	.5	X
	35250	Application service provisioning	131	117 752	13 514	11.5	.1	50.4
	35251	Application service provisioning with integration services	114	100 838	12 319	12.2	.1	X
	35252	Application service provisioning without integration services	56	41 872	1 195	2.9	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	340	259 540	13 477	5.2	.1	X
	35500	Information technology (IT) technical support services	659	553 751	37 248	6.7	.2	49.4
	35501	Software-related technical support services	345	337 712	16 463	4.9	.1	X
	35502	Hardware-related technical support services	367	246 721	7 908	3.2	Z	X
	35503	Combined software and hardware technical support services	374	242 913	12 877	5.3	.1	X
	35550	Internet access services	3 971	20 638 224	15 763 586	76.4	67.6	53.7
	35551	Narrowband	3 230	19 856 256	13 076 082	65.9	56.1	X
	35552	Broadband	3 033	19 164 898	2 687 504	14.0	11.5	X
	35700	Resale of computer hardware and software	1 117	1 448 377	59 547	4.1	.3	X
	35760	Information technology (IT) related training services	93	43 804	1 019	2.3	Z	X
	39000	Merchandise sales	312	15 551 919	776 136	5.0	3.3	55.7
	39043	Sale of merchandise, excluding computer hardware and software	312	15 551 919	776 136	5.0	3.3	X
	39500	All other receipts	769	16 978 794	759 076	4.5	3.3	55.3
	39536	All other receipts	769	16 978 794	759 076	4.5	3.3	X
518111		Internet service providers	4 394	X	20 373 786	X	100.0	55.3
	31170	Sale or licensing of rights to content	21	21 392	815	3.8	Z	X
	32660	Collocation services	1 075	2 257 823	91 886	4.1	.5	X
	32670	Video and audio streaming services	82	221 259	3 056	1.4	Z	X
	32700	Internet telecommunication services	141	601 434	492 027	81.8	2.4	X
	32710	Internet backbone services	756	766 258	507 511	66.2	2.5	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	168	14 014 312	1 882 130	13.4	9.2	X
	32730	Information search services on a contract or fee basis	24	13 854	3 260	23.5	Z	X
	35000	Information technology (IT) technical consulting services	649	480 821	25 671	5.3	.1	X
	35050	Custom computer application design and development services	1 312	1 006 058	56 639	5.6	.3	48.3
	35051	Web site design and development services	1 261	972 798	47 302	4.9	.2	X
	35052	Database design and development services	388	201 322	8 500	4.2	Z	X
	35053	Customization and integration of cross-industry application software	35	15 232	495	3.3	Z	X
	35054	Customization and integration of vertical market application software	31	28 582	342	1.2	Z	X
	35100	Computer network design and development services	653	375 081	20 374	5.4	.1	50.8
	35101	Computer network security design and development services	423	235 937	8 497	3.6	Z	X
	35102	Computer network design and development services, other than security	423	235 757	11 877	5.0	.1	X
	35200	Web site hosting services	2 305	3 371 862	152 192	4.5	.7	52.9
	35201	Web site hosting services with integration of related applications	1 290	1 117 671	82 306	7.4	.4	X
	35202	Web site hosting services without integration of related applications	1 393	2 501 618	69 886	2.8	.3	X
	35250	Application service provisioning	124	116 334	12 835	11.0	.1	49.7
	35251	Application service provisioning with integration services	107	99 420	11 640	11.7	.1	X
	35252	Application service provisioning without integration services	56	41 872	1 195	2.9	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	333	259 155	13 447	5.2	.1	X
	35500	Information technology (IT) technical support services	632	454 743	27 708	6.1	.1	47.3
	35501	Software-related technical support services	318	238 704	6 956	2.9	Z	X
	35502	Hardware-related technical support services	367	246 721	7 908	3.2	Z	X
	35503	Combined software and hardware technical support services	367	242 696	12 844	5.3	.1	X
	35550	Internet access services	3 951	19 443 926	15 750 974	81.0	77.3	52.9
	35551	Narrowband	3 217	18 662 280	13 064 488	70.0	64.1	X
	35552	Broadband	3 020	17 972 021	2 686 486	14.9	13.2	X
	35700	Resale of computer hardware and software	1 110	872 406	53 787	6.2	.3	X
	35760	Information technology (IT) related training services	93	43 804	1 019	2.3	Z	X
	39000	Merchandise sales	237	15 444 552	761 368	4.9	3.7	55.1
	39043	Sale of merchandise, excluding computer hardware and software	237	15 444 552	761 368	4.9	3.7	X
	39500	All other receipts	687	14 703 354	517 087	3.5	2.5	54.6
	39536	All other receipts	687	14 703 354	517 087	3.5	2.5	X
518112		Web search portals	469	X	2 953 697	X	100.0	60.4
	31170	Sale or licensing of rights to content	48	604 297	86 688	14.3	2.9	X
	32660	Collocation services	7	295	89	30.2	Z	X
	32670	Video and audio streaming services	14	9 422	1 920	20.4	.1	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	408	2 751 398	1 809 999	65.8	61.3	X
	32730	Information search services on a contract or fee basis	116	2 452 071	605 135	24.7	20.5	X
	35000	Information technology (IT) technical consulting services	20	99 067	3 781	3.8	.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. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
518112		Web search portals—Con.						
	35050	Custom computer application design and development services	75	35 356	12 760	36.1	.4	30.3
	35051	Web site design and development services	67	34 405	11 979	34.8	.4	X
	35052	Database design and development services	17	1 388	781	56.3	Z	X
	35100	Computer network design and development services	14	12 081	1 270	10.5	Z	60.4
	35101	Computer network security design and development services	14	12 081	1 270	10.5	Z	X
	35200	Web site hosting services	68	1 264 123	146 677	11.6	5.0	59.1
	35201	Web site hosting services with integration of related applications	68	1 264 123	97 056	7.7	3.3	X
	35202	Web site hosting services without integration of related applications ..	9	1 217 515	49 621	4.1	1.7	X
	35250	Application service provisioning	7	1 418	679	47.9	Z	60.4
	35251	Application service provisioning with integration services	7	1 418	679	47.9	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	7	295	30	10.2	Z	X
	35500	Information technology (IT) technical support services	27	99 008	9 540	9.6	.3	60.4
	35501	Software-related technical support services	27	99 008	9 507	9.6	.3	X
	35503	Combined software and hardware technical support services	7	217	33	15.2	Z	X
	35550	Internet access services	20	1 194 298	12 612	1.1	.4	60.4
	35551	Narrowband	13	1 193 976	11 594	1.0	.4	X
	35552	Broadband	13	1 192 877	1 018	.1	Z	X
	35700	Resale of computer hardware and software	7	575 971	5 760	1.0	.2	X
	39000	Merchandise sales	75	107 367	14 768	13.8	.5	60.4
	39043	Sale of merchandise, excluding computer hardware and software	75	107 367	14 768	13.8	.5	X
	39500	All other receipts	82	2 275 440	241 989	10.6	8.2	60.4
	39536	All other receipts	82	2 275 440	241 989	10.6	8.2	X
5182		Data processing, hosting, and related services	13 779	X	55 885 011	X	100.0	44.8
	32660	Collocation services	592	4 779 201	3 928 938	82.2	7.0	X
	32670	Video and audio streaming services	164	668 402	158 348	23.7	.3	X
	32680	Other information technology (IT) infrastructure provisioning services ..	291	1 201 180	873 831	72.7	1.6	X
	32690	Information and document transformation services	1 784	5 585 936	2 713 289	48.6	4.9	41.0
	32691	Imaging and other data capture services	1 163	3 531 230	1 644 229	46.6	2.9	X
	32692	Data conversion and migration services	900	2 551 662	1 044 353	40.9	1.9	X
	32700	Internet telecommunication services	58	376 150	31 114	8.3	.1	X
	35000	Information technology (IT) technical consulting services	1 724	7 212 432	2 144 115	29.7	3.8	X
	35050	Custom computer application design and development services	3 428	13 771 410	2 157 977	15.7	3.9	38.1
	35051	Web site design and development services	1 498	2 342 379	290 960	12.4	.5	X
	35052	Database design and development services	1 609	4 083 636	490 638	12.0	.9	X
	35053	Customization and integration of cross-industry application software ..	541	2 792 153	286 903	10.3	.5	X
	35054	Customization and integration of vertical market application software ..	966	3 575 333	599 076	16.8	1.1	X
	35055	Other custom application design and development services	334	4 732 958	490 400	10.4	.9	X
	35100	Computer network design and development services	717	3 964 295	645 616	16.3	1.2	43.1
	35101	Computer network security design and development services	517	1 692 754	410 993	24.3	.7	X
	35102	Computer network design and development services, other than security	344	2 581 945	234 623	9.1	.4	X
	35150	Computer systems design, development, and integration services	746	4 041 525	711 733	17.6	1.3	33.4
	35153	Computer systems integration services	746	4 041 525	711 733	17.6	1.3	X
	35200	Web site hosting services	2 084	5 803 750	2 907 760	50.1	5.2	26.4
	35201	Web site hosting services with integration of related applications	1 595	4 963 400	2 352 713	47.4	4.2	X
	35202	Web site hosting services without integration of related applications ..	832	1 501 018	554 778	37.0	1.0	X
	35250	Application service provisioning	2 651	9 978 345	5 858 420	58.7	10.5	X
	35300	Business process management services	3 762	18 340 443	13 285 357	72.4	23.8	X
	35350	Data storage services	693	4 336 378	1 251 947	28.9	2.2	X
	35400	Data management services	2 132	10 522 315	6 940 581	66.0	12.4	X
	35450	Information technology (IT) infrastructure (computer) and network management services	1 072	7 127 952	4 143 716	58.1	7.4	X
	35500	Information technology (IT) technical support services	3 271	14 930 671	4 667 354	31.3	8.4	40.1
	35501	Software-related technical support services	2 085	9 449 243	2 483 600	26.3	4.4	X
	35502	Hardware-related technical support services	465	2 873 260	184 734	6.4	.3	X
	35503	Combined software and hardware technical support services	985	4 624 979	1 330 508	28.8	2.4	X
	35504	Auditing and assessing computer operations	111	758 865	33 251	4.4	.1	X
	35505	Data recovery services	117	266 757	170 563	63.9	.3	X
	35506	Disaster recovery services, business continuity services	145	1 213 886	28 110	2.3	.1	X
	35507	Other information technology (IT) technical support services	259	701 224	400 218	57.1	.7	X
	35550	Internet access services	380	1 382 919	136 680	9.9	.2	X
	35700	Resale of computer hardware and software	1 521	7 312 415	990 091	13.5	1.8	X
	35750	Rental and leasing of computer hardware	125	1 480 530	63 285	4.3	.1	X
	35760	Information technology (IT) related training services	769	3 169 213	200 018	6.3	.4	X
	35770	Data analysis services	282	615 063	183 350	29.8	.3	X
	35780	Computer staff augmentation services	109	973 433	132 235	13.6	.2	X
	36030	Management consulting services	403	1 360 695	158 903	11.7	.3	X
	39000	Merchandise sales	522	2 895 502	340 485	11.8	.6	X
	39500	All other receipts	1 352	8 081 588	1 259 868	15.6	2.3	25.8
	39535	All other receipts	1 348	8 080 827	1 259 560	15.6	2.3	X
51821		Data processing, hosting, and related services	13 779	X	55 885 011	X	100.0	44.8
	32660	Collocation services	592	4 779 201	3 928 938	82.2	7.0	X
	32670	Video and audio streaming services	164	668 402	158 348	23.7	.3	X
	32680	Other information technology (IT) infrastructure provisioning services ..	291	1 201 180	873 831	72.7	1.6	X
	32690	Information and document transformation services	1 784	5 585 936	2 713 289	48.6	4.9	41.0
	32691	Imaging and other data capture services	1 163	3 531 230	1 644 229	46.6	2.9	X
	32692	Data conversion and migration services	900	2 551 662	1 044 353	40.9	1.9	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51821		Data processing, hosting, and related services—Con.						
	32700	Internet telecommunication services	58	376 150	31 114	8.3	.1	X
	35000	Information technology (IT) technical consulting services	1 724	7 212 432	2 144 115	29.7	3.8	X
	35050	Custom computer application design and development services	3 428	13 771 410	2 157 977	15.7	3.9	38.1
	35051	Web site design and development services	1 498	2 342 379	290 960	12.4	.5	X
	35052	Database design and development services	1 609	4 083 636	490 638	12.0	.9	X
	35053	Customization and integration of cross-industry application software ..	541	2 792 153	286 903	10.3	.5	X
	35054	Customization and integration of vertical market application software ..	966	3 575 333	599 076	16.8	1.1	X
	35055	Other custom application design and development services	334	4 732 958	490 400	10.4	.9	X
	35100	Computer network design and development services	717	3 964 295	645 616	16.3	1.2	43.1
	35101	Computer network security design and development services	517	1 692 754	410 993	24.3	.7	X
	35102	Computer network design and development services, other than security	344	2 581 945	234 623	9.1	.4	X
	35150	Computer systems design, development, and integration services	746	4 041 525	711 733	17.6	1.3	33.4
	35153	Computer systems integration services	746	4 041 525	711 733	17.6	1.3	X
	35200	Web site hosting services	2 084	5 803 750	2 907 760	50.1	5.2	26.4
	35201	Web site hosting services with integration of related applications	1 595	4 963 400	2 352 713	47.4	4.2	X
	35202	Web site hosting services without integration of related applications ..	832	1 501 018	554 778	37.0	1.0	X
	35250	Application service provisioning	2 651	9 978 345	5 858 420	58.7	10.5	X
	35300	Business process management services	3 762	18 340 443	13 285 357	72.4	23.8	X
	35350	Data storage services	693	4 336 378	1 251 947	28.9	2.2	X
	35400	Data management services	2 132	10 522 315	6 940 581	66.0	12.4	X
	35450	Information technology (IT) infrastructure (computer) and network management services	1 072	7 127 952	4 143 716	58.1	7.4	X
	35500	Information technology (IT) technical support services	3 271	14 930 671	4 667 354	31.3	8.4	40.1
	35501	Software-related technical support services	2 085	9 449 243	2 483 600	26.3	4.4	X
	35502	Hardware-related technical support services	465	2 873 260	184 734	6.4	.3	X
	35503	Combined software and hardware technical support services	985	4 624 979	1 330 508	28.8	2.4	X
	35504	Auditing and assessing computer operations	111	758 865	33 251	4.4	.1	X
	35505	Data recovery services	117	266 757	170 563	63.9	.3	X
	35506	Disaster recovery services, business continuity services	145	1 213 886	28 110	2.3	.1	X
	35507	Other information technology (IT) technical support services	259	701 224	400 218	57.1	.7	X
	35550	Internet access services	380	1 382 919	136 680	9.9	.2	X
	35700	Resale of computer hardware and software	1 521	7 312 415	990 091	13.5	1.8	X
	35750	Rental and leasing of computer hardware	125	1 480 530	63 285	4.3	.1	X
	35760	Information technology (IT) related training services	769	3 169 213	200 018	6.3	.4	X
	35770	Data analysis services	282	615 063	183 350	29.8	.3	X
	35780	Computer staff augmentation services	109	973 433	132 235	13.6	.2	X
	36030	Management consulting services	403	1 360 695	158 903	11.7	.3	X
	39000	Merchandise sales	522	2 895 502	340 485	11.8	.6	X
	39500	All other receipts	1 352	8 081 588	1 259 868	15.6	2.3	25.8
	39535	All other receipts	1 348	8 080 827	1 259 560	15.6	2.3	X
518210		Data processing, hosting, and related services	13 779	X	55 885 011	X	100.0	44.8
	32660	Collocation services	592	4 779 201	3 928 938	82.2	7.0	X
	32670	Video and audio streaming services	164	668 402	158 348	23.7	.3	X
	32680	Other information technology (IT) infrastructure provisioning services ..	291	1 201 180	873 831	72.7	1.6	X
	32690	Information and document transformation services	1 784	5 585 936	2 713 289	48.6	4.9	41.0
	32691	Imaging and other data capture services	1 163	3 531 230	1 644 229	46.6	2.9	X
	32692	Data conversion and migration services	900	2 551 662	1 044 353	40.9	1.9	X
	32700	Internet telecommunication services	58	376 150	31 114	8.3	.1	X
	35000	Information technology (IT) technical consulting services	1 724	7 212 432	2 144 115	29.7	3.8	X
	35050	Custom computer application design and development services	3 428	13 771 410	2 157 977	15.7	3.9	38.1
	35051	Web site design and development services	1 498	2 342 379	290 960	12.4	.5	X
	35052	Database design and development services	1 609	4 083 636	490 638	12.0	.9	X
	35053	Customization and integration of cross-industry application software ..	541	2 792 153	286 903	10.3	.5	X
	35054	Customization and integration of vertical market application software ..	966	3 575 333	599 076	16.8	1.1	X
	35055	Other custom application design and development services	334	4 732 958	490 400	10.4	.9	X
	35100	Computer network design and development services	717	3 964 295	645 616	16.3	1.2	43.1
	35101	Computer network security design and development services	517	1 692 754	410 993	24.3	.7	X
	35102	Computer network design and development services, other than security	344	2 581 945	234 623	9.1	.4	X
	35150	Computer systems design, development, and integration services	746	4 041 525	711 733	17.6	1.3	33.4
	35153	Computer systems integration services	746	4 041 525	711 733	17.6	1.3	X
	35200	Web site hosting services	2 084	5 803 750	2 907 760	50.1	5.2	26.4
	35201	Web site hosting services with integration of related applications	1 595	4 963 400	2 352 713	47.4	4.2	X
	35202	Web site hosting services without integration of related applications ..	832	1 501 018	554 778	37.0	1.0	X
	35250	Application service provisioning	2 651	9 978 345	5 858 420	58.7	10.5	X
	35300	Business process management services	3 762	18 340 443	13 285 357	72.4	23.8	X
	35350	Data storage services	693	4 336 378	1 251 947	28.9	2.2	X
	35400	Data management services	2 132	10 522 315	6 940 581	66.0	12.4	X
	35450	Information technology (IT) infrastructure (computer) and network management services	1 072	7 127 952	4 143 716	58.1	7.4	X
	35500	Information technology (IT) technical support services	3 271	14 930 671	4 667 354	31.3	8.4	40.1
	35501	Software-related technical support services	2 085	9 449 243	2 483 600	26.3	4.4	X
	35502	Hardware-related technical support services	465	2 873 260	184 734	6.4	.3	X
	35503	Combined software and hardware technical support services	985	4 624 979	1 330 508	28.8	2.4	X
	35504	Auditing and assessing computer operations	111	758 865	33 251	4.4	.1	X
	35505	Data recovery services	117	266 757	170 563	63.9	.3	X
	35506	Disaster recovery services, business continuity services	145	1 213 886	28 110	2.3	.1	X
	35507	Other information technology (IT) technical support services	259	701 224	400 218	57.1	.7	X
	35550	Internet access services	380	1 382 919	136 680	9.9	.2	X
	35700	Resale of computer hardware and software	1 521	7 312 415	990 091	13.5	1.8	X
	35750	Rental and leasing of computer hardware	125	1 480 530	63 285	4.3	.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. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
518210		Data processing, hosting, and related services—Con.						
	35760	Information technology (IT) related training services	769	3 169 213	200 018	6.3	.4	X
	35770	Data analysis services	282	615 063	183 350	29.8	.3	X
	35780	Computer staff augmentation services	109	973 433	132 235	13.6	.2	X
	36030	Management consulting services	403	1 360 695	158 903	11.7	.3	X
	39000	Merchandise sales	522	2 895 502	340 485	11.8	.6	X
	39500	All other receipts	1 352	8 081 588	1 259 868	15.6	2.3	25.8
	39535	All other receipts	1 348	8 080 827	1 259 560	15.6	2.3	X

¹Product line receipts and/or product line percents may not sum to total 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.

²Receipts of establishments reporting product lines as percent of total receipts.

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. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts	Establishments (number)	Receipts		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			
518	Internet service providers, web search portals, and data processing services						
	All firms	18 642	79 212 494	100.0	26 047 935	7 106 448	521 041
	4 largest firms	3 357	24 747 833	31.2	5 937 284	1 741 678	120 047
	8 largest firms	3 578	29 899 708	37.7	6 907 349	1 999 573	141 874
	20 largest firms	3 958	37 954 523	47.9	9 000 813	2 567 208	175 110
	50 largest firms	4 400	46 864 248	59.2	11 851 091	3 375 330	229 916
5181	Internet service providers and web search portals						
	All firms	4 863	23 327 483	100.0	4 540 019	1 304 902	83 305
	4 largest firms	167	11 497 767	49.3	1 449 838	389 387	26 759
	8 largest firms	228	13 838 338	59.3	1 935 375	539 418	30 739
	20 largest firms	321	16 420 295	70.4	2 639 823	771 192	41 684
	50 largest firms	410	18 481 698	79.2	3 201 223	941 498	48 873
51811	Internet service providers and web search portals						
	All firms	4 863	23 327 483	100.0	4 540 019	1 304 902	83 305
	4 largest firms	167	11 497 767	49.3	1 449 838	389 387	26 759
	8 largest firms	228	13 838 338	59.3	1 935 375	539 418	30 739
	20 largest firms	321	16 420 295	70.4	2 639 823	771 192	41 684
	50 largest firms	410	18 481 698	79.2	3 201 223	941 498	48 873
518111	Internet service providers						
	All firms	4 394	20 373 786	100.0	3 570 203	1 024 618	72 553
	4 largest firms	167	11 497 767	56.4	1 449 838	389 387	26 759
	8 largest firms	246	13 492 965	66.2	1 687 371	450 610	30 111
	20 largest firms	353	15 239 359	74.8	2 185 722	635 983	38 759
	50 largest firms	410	16 647 850	81.7	2 570 506	755 672	44 870
518112	Web search portals						
	All firms	469	2 953 697	100.0	969 816	280 284	10 752
	4 largest firms	8	1 557 258	52.7	510 367	159 333	3 344
	8 largest firms	20	2 005 355	67.9	635 735	189 597	5 253
	20 largest firms	44	2 479 716	84.0	807 966	239 492	7 250
	50 largest firms	95	2 741 627	92.8	886 346	258 975	8 538
5182	Data processing, hosting, and related services						
	All firms	13 779	55 885 011	100.0	21 507 916	5 801 546	437 736
	4 largest firms	3 391	18 294 491	32.7	5 454 741	1 619 076	115 580
	8 largest firms	3 519	21 434 213	38.4	6 467 862	1 862 861	134 507
	20 largest firms	3 798	27 174 673	48.6	8 356 426	2 394 501	171 061
	50 largest firms	4 183	33 112 636	59.3	10 253 318	2 893 095	207 785
51821	Data processing, hosting, and related services						
	All firms	13 779	55 885 011	100.0	21 507 916	5 801 546	437 736
	4 largest firms	3 391	18 294 491	32.7	5 454 741	1 619 076	115 580
	8 largest firms	3 519	21 434 213	38.4	6 467 862	1 862 861	134 507
	20 largest firms	3 798	27 174 673	48.6	8 356 426	2 394 501	171 061
	50 largest firms	4 183	33 112 636	59.3	10 253 318	2 893 095	207 785
518210	Data processing, hosting, and related services						
	All firms	13 779	55 885 011	100.0	21 507 916	5 801 546	437 736
	4 largest firms	3 391	18 294 491	32.7	5 454 741	1 619 076	115 580
	8 largest firms	3 519	21 434 213	38.4	6 467 862	1 862 861	134 507
	20 largest firms	3 798	27 174 673	48.6	8 356 426	2 394 501	171 061
	50 largest firms	4 183	33 112 636	59.3	10 253 318	2 893 095	207 785

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

Appendix A.

Explanation of Terms

ANNUAL PAYROLL

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). Also included are tips and gratuities received by employees from patrons and reported to employers. If an employee works at more than one location, the payroll is included in the one location where they spend most of their time. Also included are salaries of members of professional service organizations or associations that operate under state professional corporation statutes and file a corporate federal income tax return. Excluded are payrolls of departments or concessions operated by other companies at the establishment; payments to or withdrawals by proprietors or partners of an unincorporated company; and annuities or supplemental unemployment compensation benefits, even if income tax was withheld. 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 and/or services are provided. It is not necessarily identical to a company or enterprise, which may consist of one establishment or more. Economic census 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 economic census 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 service departments (separately owned businesses operated as departments or concessions of other service establishments or of retail businesses, such as a separately owned shoe-shine parlor in a barber shop, or a beauty shop in a department store) are treated as separate service establishments for census purposes. Leased retail departments located in service establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

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 consists of full- 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, and salaried members of professional service organizations or associations that operate under state professional corporation statutes and file corporate federal income tax returns. Not included are proprietors and partners of unincorporated businesses; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

RECEIPTS

Includes gross receipts from customers or clients for services provided, from the use of facilities, and from merchandise sold during 2002, whether or not payment was received in 2002. Receipts include royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property). Receipts also include the rental and leasing of vehicles, equipment, instruments, tools, etc.; total value of service contracts; market value of compensation received in lieu of cash; amounts received for work subcontracted to others; dues and assessments from members and affiliates; this establishment's share of receipts from departments, concessions, and vending and amusement machines operated by others. Sales to and receipts from foreign parent firms, subsidiaries, and branches are included. Receipts also include advertising sales, and sales of goods and services marketed through sales offices. For public broadcast stations and libraries, receipts include contributions, gifts, grants, and income from interest, rental of real estate, and dividends.

Receipts do not include sales and other taxes (including Hawaii's General Excise Tax) collected directly from customers or clients and paid directly to a local, state, or federal tax agency. Also excluded are gross receipts collected on behalf of others; gross receipts from departments or concessions operated by others; sales of used equipment previously rented or leased to customers; proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale); contributions, gifts, grants, and income from interest, rental of real estate, and dividends, EXCEPT for public broadcast stations and libraries; domestic intracompany transfers; receipts of foreign parent firms and subsidiaries; and other nonoperating income (e.g., franchise fees).

Appendix B.

NAICS Codes, Titles, and Descriptions

PART 1. 2002 NAICS

518 INTERNET SERVICE PROVIDERS, WEB SEARCH PORTALS, AND DATA PROCESSING SERVICES

Industries in the Internet Service Providers, Web Search Portals, and Data Processing Services subsector group establishments that provide: (1) access to the Internet; (2) search facilities for the Internet; and (3) data processing, hosting, and related services. The industry groups (Internet Service Providers and Web Search Portals, Data Processing Hosting, and Related Services) are based on differences in the processes used to access information and process information. The Internet Service Providers and Web Search Portals industry group includes establishments that are providing access to the Internet or aiding in navigation on the Internet. The Data Processing, Hosting, and Related Services industry group includes establishments that process data. These establishments can transform data, prepare data for dissemination, or place data or content on the Internet for others. In addition, the shared use of computer resources is included in the Data Processing, Hosting, and Related Services industry group.

Establishments that are publishing exclusively on the Internet are included in Subsector 516, Internet Publishing and Broadcasting and establishments that are retailing goods using the Internet are included in Sector 44-45, Retail Trade.

5181 INTERNET SERVICE PROVIDERS AND WEB SEARCH PORTALS

This industry comprises establishments known as Internet service providers or known as Web search portals. Establishments in this industry provide clients access to the Internet or operate Web sites that use a search engine to provide Internet search services. Establishments in this industry generally provide related services, such as Web hosting, Web page design, and related advice and assistance. Web search portals often provide additional Internet services, such as e-mail, connections to other Web sites, auctions, news, and other limited content, and serve as a home base for Internet users.

51811 INTERNET SERVICE PROVIDERS AND WEB SEARCH PORTALS

This industry comprises establishments known as Internet service providers or known as Web search portals. Establishments in this industry provide clients access to the Internet or operate Web sites that use a search engine to provide Internet search services. Establishments in this industry generally provide related services, such as Web hosting, Web page design, and related advice and assistance. Web search portals often provide additional Internet services, such as e-mail, connections to other Web sites, auctions, news, and other limited content, and serve as a home base for Internet users.

518111 INTERNET SERVICE PROVIDERS

This industry comprises establishments known as Internet service providers. Establishments in this industry provide clients access to the Internet and generally provide related services such as Web hosting, Web page designing, and hardware or software consulting related to the Internet connectivity. Establishments in this industry may provide local, regional, or national coverage for clients or provide backbone services (except telecommunications carriers) for other Internet service providers. Internet service providers have the equipment and telecommunication network access required for a point-of-presence on the Internet.

518112 WEB SEARCH PORTALS

This industry comprises establishments known as Web Search Portals. Establishments in this industry operate Web sites that use a search engine to generate and maintain extensive databases of Internet addresses and content in an easily searchable format. Web search portals often provide additional Internet services, such as e-mail, connections to other Web sites, auctions, news, and other limited content, and serve as a home base for Internet users.

5182 DATA PROCESSING, HOSTING, AND RELATED SERVICES

This industry comprises establishments primarily engaged in providing infrastructure for hosting or data processing services. These establishments may provide specialized hosting activities, such as Web hosting, streaming services or application hosting, provide application service provisioning, or may provide general timeshare mainframe facilities to clients. Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services.

51821 DATA PROCESSING, HOSTING, AND RELATED SERVICES

This industry comprises establishments primarily engaged in providing infrastructure for hosting or data processing services. These establishments may provide specialized hosting activities, such as Web hosting, streaming services or application hosting, provide application service provisioning, or may provide general timeshare mainframe facilities to clients. Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services.

518210 DATA PROCESSING, HOSTING, AND RELATED SERVICES

This industry comprises establishments primarily engaged in providing infrastructure for hosting or data processing services. These establishments may provide specialized hosting activities, such as Web hosting, streaming services or application hosting, provide application service provisioning, or may provide general timeshare mainframe facilities to clients. Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services.

PART 2. 1997 NAICS

514191 ONLINE INFORMATION SERVICES

This industry comprises Internet access providers, Internet service providers, and similar establishments primarily engaged in providing direct access through telecommunications networks to computer-held information compiled or published by others.

5142 DATA PROCESSING SERVICES

This industry comprises establishments primarily engaged in providing electronic data processing services. These establishments may provide complete processing and preparation of reports from data supplied by customers; specialized services, such as automated data entry services; or may make data processing resources available to clients on an hourly or timesharing basis.

51421 DATA PROCESSING SERVICES

This industry comprises establishments primarily engaged in providing electronic data processing services. These establishments may provide complete processing and preparation of reports from data supplied by customers; specialized services, such as automated data entry services; or may make data processing resources available to clients on an hourly or timesharing basis.

514210 DATA PROCESSING SERVICES

This industry comprises establishments primarily engaged in providing electronic data processing services. These establishments may provide complete processing and preparation of reports from data supplied by customers; specialized services, such as automated data entry services; or may make data processing resources available to clients on an hourly or timesharing basis.

Appendix C.

Methodology

SOURCES OF THE DATA

For this sector, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent report forms to be completed for each of their establishments and returned to the Census Bureau. For most very small firms, data from existing administrative records of other federal agencies were used instead. These records provide basic information on location, kind of business, receipts, 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 receipts of establishments covered in the census. Data on receipts, 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. Receipts 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 receipts of all establishments covered in the census. Data for nonemployers are not included in this report, but are released in the annual *Nonemployer Statistics* series.

The report forms used to collect information for establishments in this sector are available at help.econ.census.gov/econhelp/resources/.

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

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

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

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

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1. Establishments that returned a report form were classified on the basis of their self-designation, product line receipts, 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 receipts from administrative records." This includes receipts information obtained from administrative records of other federal agencies. The "Percent of receipts estimated" includes receipts 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, receipts, payroll, and number of employees, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report form, were available only from establishments responding to those inquiries.

Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for industry-specific inquiries were expanded in direct relationship to total receipts of all establishments included in the category. In a few cases, expansion on the basis of the receipts 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 receipts of establishments responding to the industry-specific inquiry as a percent of total receipts 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 receipts 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 two service establishments – a motion picture film laboratory (NAICS 512199) and a sound recording studio (NAICS 512240) – would be treated as two one-establishment firms at the most detailed NAICS level, and as a two-establishment firm in NAICS 512.

DISCLOSURE

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

Appendix D. Geographic Notes

Not applicable for this report.

Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

