

Performing Arts, Spectator Sports, and Related Industries: 2002

Issued August 2004

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2002 Economic Census

Arts, Entertainment, and Recreation

Industry Series



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

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U.S. Department of Commerce
Economics and Statistics Administration
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CONTENTS

Introduction to the Economic Census	v
Arts, Entertainment, and Recreation	ix
Tables	
1. Summary Statistics for the United States: 2002.....	1
2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997	3
3. Product Lines by Kind of Business for the United States: 2002 .	5
4. Concentration by Largest Firms for the United States: 2002 ...	29
Appendixes	
A. Explanation of Terms	A-1
B. NAICS Codes, Titles, and Descriptions	B-1
C. Methodology	C-1
D. Geographic Notes	--
E. Metropolitan and Micropolitan Statistical Areas	--

-- 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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Arts, Entertainment, and Recreation

SCOPE

The Arts, Entertainment, and Recreation sector (sector 71) includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. This sector comprises (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure time interests.

Some establishments that provide cultural, entertainment, or recreational facilities and services are classified in other sectors. Excluded from this sector are: (1) establishments that provide both accommodations and recreational facilities, such as hunting and fishing camps and resort and casino hotels are classified in Subsector 721, Accommodation; (2) restaurants and night clubs that provide live entertainment, in addition to the sale of food and beverages are classified in Subsector 722, Food Services and Drinking Places; (3) motion picture theaters, libraries and archives, and publishers of newspapers, magazines, books, periodicals, and computer software are classified in Sector 51, Information; and (4) establishments using transportation equipment to provide recreational and entertainment services, such as those operating sightseeing buses, dinner cruises, or helicopter rides are classified in Subsector 487, Scenic and Sightseeing Transportation.

Data for this sector are shown for establishments of firms subject to federal income tax, and separately, of firms that are exempt from federal income tax under provisions of the Internal Revenue Code.

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 arts, entertainment, and recreation 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 three 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/revenue, expenses of tax-exempt establishments, 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/revenue, 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. Establishments may report negative revenue for selected product lines. Because of this, percentages for product lines may be in excess of 100 or less than 0.
- **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.

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

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

GEOGRAPHIC AREAS COVERED

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

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000, but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

-
- c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
 5. Economic places.
 - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments 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). While there were revisions to some industries for 2002, none of those affect this sector.

Data for this sector for 2002 include totals for taxable and tax-exempt businesses together, not present in 1997 reports. For 1997, only data for taxable establishments were shown at county and place levels in the Geographic Area Series. For 2002, data for taxable and tax-exempt establishments, as well as the combined totals, are shown at these geographic levels.

For 2002, the revenue data for tax-exempt establishments include gains or losses from the sale of real estate, investments, or other assets. In 1997, these gains or losses were excluded from revenue. Also, the 2002 expenses data for tax-exempt establishments exclude program service grants, contributions and gifts paid, specific assistance to individuals, and benefits paid to or for members. In 1997, these types of expenses were included.

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

Table 1. Summary Statistics for the United States: 2002

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

2002 NAICS code	Tax status and kind of business	Estab-lishments (number)	Receipts/ revenue (\$1,000)	Expenses (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts/ revenue—	
								From administrative records ¹	Estimated ²
ALL ESTABLISHMENTS									
711	Performing arts, spectator sports, and related industries	38 181	57 708 091	N	21 145 433	4 960 892	421 592	15.2	7.7
7111	Performing arts companies	9 353	10 697 195	N	3 205 577	748 930	138 204	16.1	6.6
71111	Theater companies and dinner theaters	3 598	5 326 343	N	1 559 583	368 685	71 816	12.4	5.7
711110	Theater companies and dinner theaters	3 598	5 326 343	N	1 559 583	368 685	71 816	12.4	5.7
71112	Dance companies	586	533 266	N	202 865	51 762	9 608	22.7	4.2
711120	Dance companies	586	533 266	N	202 865	51 762	9 608	22.7	4.2
71113	Musical groups and artists	4 582	4 006 128	N	1 246 779	284 158	49 284	20.4	8.6
711130	Musical groups and artists	4 582	4 006 128	N	1 246 779	284 158	49 284	20.4	8.6
71119	Other performing arts companies	587	831 458	N	196 350	44 325	7 496	14.5	4.2
711190	Other performing arts companies	587	831 458	N	196 350	44 325	7 496	14.5	4.2
7112	Spectator sports	4 314	21 933 413	N	10 174 745	2 390 051	106 621	6.3	5.0
71121	Spectator sports	4 314	21 933 413	N	10 174 745	2 390 051	106 621	6.3	5.0
711211	Sports teams and clubs	819	12 986 762	N	8 524 887	2 003 401	39 882	3.6	2.3
711212	Racetracks	792	6 233 953	N	945 555	226 046	44 581	3.2	8.5
711219	Other spectator sports	2 703	2 712 698	N	704 303	160 604	22 158	26.2	10.0
7113	Promoters of performing arts, sports, and similar events	5 351	12 147 533	N	2 243 078	595 105	103 538	11.0	11.8
71131	Promoters of performing arts, sports, and similar events with facilities	1 868	5 264 799	N	1 225 561	298 248	72 481	6.3	14.3
711310	Promoters of performing arts, sports, and similar events with facilities	1 868	5 264 799	N	1 225 561	298 248	72 481	6.3	14.3
71132	Promoters of performing arts, sports, and similar events without facilities	3 483	6 882 734	N	1 017 517	296 857	31 057	14.5	9.9
711320	Promoters of performing arts, sports, and similar events without facilities	3 483	6 882 734	N	1 017 517	296 857	31 057	14.5	9.9
7114	Agents and managers for artists, athletes, entertainers and other public figures	3 295	3 653 786	N	1 285 154	300 954	18 095	28.0	9.0
71141	Agents and managers for artists, athletes, entertainers and other public figures	3 295	3 653 786	N	1 285 154	300 954	18 095	28.0	9.0
711410	Agents and managers for artists, athletes, entertainers and other public figures	3 295	3 653 786	N	1 285 154	300 954	18 095	28.0	9.0
7115	Independent artists, writers, and performers	15 868	9 276 164	N	4 236 879	925 852	55 134	35.7	9.2
71151	Independent artists, writers, and performers	15 868	9 276 164	N	4 236 879	925 852	55 134	35.7	9.2
711510	Independent artists, writers, and performers	15 868	9 276 164	N	4 236 879	925 852	55 134	35.7	9.2
ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX									
711	Performing arts, spectator sports, and related industries	6 130	8 640 632	7 751 566	2 450 922	634 790	115 178	10.0	7.3
7111	Performing arts companies	4 086	4 603 866	4 401 044	1 769 597	432 600	82 540	10.1	5.4
71111	Theater companies and dinner theaters	2 054	2 505 661	2 394 544	913 605	215 960	42 436	10.3	4.8
711110	Theater companies and dinner theaters	2 054	2 505 661	2 394 544	913 605	215 960	42 436	10.3	4.8
71112	Dance companies	439	412 879	416 123	168 519	43 490	8 027	14.7	3.3
711120	Dance companies	439	412 879	416 123	168 519	43 490	8 027	14.7	3.3
71113	Musical groups and artists	1 498	1 631 918	1 538 987	671 862	169 491	31 474	8.5	6.9
711130	Musical groups and artists	1 498	1 631 918	1 538 987	671 862	169 491	31 474	8.5	6.9
71119	Other performing arts companies	95	53 408	51 390	15 611	3 659	603	13.7	7.0
711190	Other performing arts companies	95	53 408	51 390	15 611	3 659	603	13.7	7.0
7113	Promoters of performing arts, sports, and similar events	2 044	4 036 766	3 350 522	681 325	202 190	32 638	9.8	9.5
71131	Promoters of performing arts, sports, and similar events with facilities	901	1 576 639	1 417 483	413 853	98 575	19 689	8.9	3.4
711310	Promoters of performing arts, sports, and similar events with facilities	901	1 576 639	1 417 483	413 853	98 575	19 689	8.9	3.4
71132	Promoters of performing arts, sports, and similar events without facilities	1 143	2 460 127	1 933 039	267 472	103 615	12 949	10.4	13.4
711320	Promoters of performing arts, sports, and similar events without facilities	1 143	2 460 127	1 933 039	267 472	103 615	12 949	10.4	13.4
ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX									
711	Performing arts, spectator sports, and related industries	32 051	49 067 459	N	18 694 511	4 326 102	306 414	16.1	7.7
7111	Performing arts companies	5 267	6 093 329	N	1 435 980	316 330	55 664	20.5	7.4
71111	Theater companies and dinner theaters	1 544	2 820 682	N	645 978	152 725	29 380	14.3	6.5
711110	Theater companies and dinner theaters	1 544	2 820 682	N	645 978	152 725	29 380	14.3	6.5
71112	Dance companies	147	120 387	N	34 346	8 272	1 581	49.8	7.2
711120	Dance companies	147	120 387	N	34 346	8 272	1 581	49.8	7.2
71113	Musical groups and artists	3 084	2 374 210	N	574 917	114 667	17 810	28.5	9.7
711130	Musical groups and artists	3 084	2 374 210	N	574 917	114 667	17 810	28.5	9.7
71119	Other performing arts companies	492	778 050	N	180 739	40 666	6 893	14.5	4.0
711190	Other performing arts companies	492	778 050	N	180 739	40 666	6 893	14.5	4.0
7112	Spectator sports	4 314	21 933 413	N	10 174 745	2 390 051	106 621	6.3	5.0
71121	Spectator sports	4 314	21 933 413	N	10 174 745	2 390 051	106 621	6.3	5.0
711211	Sports teams and clubs	819	12 986 762	N	8 524 887	2 003 401	39 882	3.6	2.3
711212	Racetracks	792	6 233 953	N	945 555	226 046	44 581	3.2	8.5
711219	Other spectator sports	2 703	2 712 698	N	704 303	160 604	22 158	26.2	10.0

See footnotes at end of table.

Table 1. Summary Statistics for the United States: 2002—Con.

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

2002 NAICS code	Tax status and kind of business	Estab-lishments (number)	Receipts/ revenue (\$1,000)	Expenses (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts/ revenue—	
								From admini-strative records ¹	Estimated ²
	ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.								
711	Performing arts, spectator sports, and related industries—Con.								
7113	Promoters of performing arts, sports, and similar events	3 307	8 110 767	N	1 561 753	392 915	70 900	11.5	13.0
71131	Promoters of performing arts, sports, and similar events with facilities	967	3 688 160	N	811 708	199 673	52 792	5.2	19.0
711310	Promoters of performing arts, sports, and similar events with facilities	967	3 688 160	N	811 708	199 673	52 792	5.2	19.0
71132	Promoters of performing arts, sports, and similar events without facilities	2 340	4 422 607	N	750 045	193 242	18 108	16.8	8.0
711320	Promoters of performing arts, sports, and similar events without facilities	2 340	4 422 607	N	750 045	193 242	18 108	16.8	8.0
7114	Agents and managers for artists, athletes, entertainers and other public figures	3 295	3 653 786	N	1 285 154	300 954	18 095	28.0	9.0
71141	Agents and managers for artists, athletes, entertainers and other public figures	3 295	3 653 786	N	1 285 154	300 954	18 095	28.0	9.0
711410	Agents and managers for artists, athletes, entertainers and other public figures	3 295	3 653 786	N	1 285 154	300 954	18 095	28.0	9.0
7115	Independent artists, writers, and performers	15 868	9 276 164	N	4 236 879	925 852	55 134	35.7	9.2
71151	Independent artists, writers, and performers	15 868	9 276 164	N	4 236 879	925 852	55 134	35.7	9.2
711510	Independent artists, writers, and performers	15 868	9 276 164	N	4 236 879	925 852	55 134	35.7	9.2

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

²Includes receipts/revenue information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

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

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

1997 NAICS code	Tax status and kind of business	Establishments (number)	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
ALL ESTABLISHMENTS					
711	Performing arts, spectator sports, and related industries	38 181	57 708 091	21 145 433	421 592
	2002..				
	1997..	30 566	37 619 490	14 455 899	326 757
7111	Performing arts companies	9 353	10 697 195	3 205 577	138 204
	2002..				
	1997..	9 199	8 570 056	2 725 246	122 003
71111	Theater companies and dinner theaters	3 598	5 326 343	1 559 583	71 816
	2002..				
	1997..	3 247	4 120 204	1 224 407	59 294
711110	Theater companies and dinner theaters	3 598	5 326 343	1 559 583	71 816
	2002..				
	1997..	3 247	4 120 204	1 224 407	59 294
71112	Dance companies	586	533 266	202 865	9 608
	2002..				
	1997..	530	432 690	166 291	9 170
711120	Dance companies	586	533 266	202 865	9 608
	2002..				
	1997..	530	432 690	166 291	9 170
71113	Musical groups and artists	4 582	4 006 128	1 246 779	49 284
	2002..				
	1997..	4 580	3 326 509	1 133 823	46 122
711130	Musical groups and artists	4 582	4 006 128	1 246 779	49 284
	2002..				
	1997..	4 580	3 326 509	1 133 823	46 122
71119	Other performing arts companies	587	831 458	196 350	7 496
	2002..				
	1997..	842	690 653	200 725	7 417
711190	Other performing arts companies	587	831 458	196 350	7 496
	2002..				
	1997..	842	690 653	200 725	7 417
7112	Spectator sports	4 314	21 933 413	10 174 745	106 621
	2002..				
	1997..	3 881	13 656 033	6 151 215	92 393
71121	Spectator sports	4 314	21 933 413	10 174 745	106 621
	2002..				
	1997..	3 881	13 656 033	6 151 215	92 393
711211	Sports teams and clubs	819	12 986 762	8 524 887	39 882
	2002..				
	1997..	483	7 808 684	4 922 390	33 330
711212	Racetracks	792	6 233 953	945 555	44 581
	2002..				
	1997..	807	4 142 020	797 261	44 880
711219	Other spectator sports	2 703	2 712 698	704 303	22 158
	2002..				
	1997..	2 591	1 705 329	431 564	14 183
7113	Promoters of performing arts, sports, and similar events	4 603	11 612 471	2 071 057	99 983
	2002..				
	1997..	3 941	6 622 483	1 401 088	72 041
71131	Promoters of performing arts, sports, and similar events with facilities	1 868	5 264 799	1 225 561	72 481
	2002..				
	1997..	928	2 394 278	644 200	39 302
711310	Promoters of performing arts, sports, and similar events with facilities	1 868	5 264 799	1 225 561	72 481
	2002..				
	1997..	928	2 394 278	644 200	39 302
71132	Promoters of performing arts, sports, and similar events without facilities	2 735	6 347 672	845 496	27 502
	2002..				
	1997..	3 013	4 228 205	756 888	32 739
711320	Promoters of performing arts, sports, and similar events without facilities	2 735	6 347 672	845 496	27 502
	2002..				
	1997..	3 013	4 228 205	756 888	32 739
7114	Agents and managers for artists, athletes, entertainers and other public figures	4 043	4 188 848	1 457 175	21 650
	2002..				
	1997..	2 532	2 409 918	910 844	13 239
71141	Agents and managers for artists, athletes, entertainers and other public figures	4 043	4 188 848	1 457 175	21 650
	2002..				
	1997..	2 532	2 409 918	910 844	13 239
711410	Agents and managers for artists, athletes, entertainers and other public figures	4 043	4 188 848	1 457 175	21 650
	2002..				
	1997..	2 532	2 409 918	910 844	13 239
7115	Independent artists, writers, and performers	15 868	9 276 164	4 236 879	55 134
	2002..				
	1997..	11 013	6 361 000	3 267 506	27 081
71151	Independent artists, writers, and performers	15 868	9 276 164	4 236 879	55 134
	2002..				
	1997..	11 013	6 361 000	3 267 506	27 081
711510	Independent artists, writers, and performers	15 868	9 276 164	4 236 879	55 134
	2002..				
	1997..	11 013	6 361 000	3 267 506	27 081
ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX					
711	Performing arts, spectator sports, and related industries	6 130	8 640 632	2 450 922	115 178
	2002..				
	1997..	4 624	4 875 904	1 621 537	90 831
7111	Performing arts companies	4 086	4 603 866	1 769 597	82 540
	2002..				
	1997..	3 316	3 298 514	1 273 094	70 201
71111	Theater companies and dinner theaters	2 054	2 505 661	913 605	42 436
	2002..				
	1997..	1 647	1 775 964	630 617	32 806
711110	Theater companies and dinner theaters	2 054	2 505 661	913 605	42 436
	2002..				
	1997..	1 647	1 775 964	630 617	32 806
71112	Dance companies	439	412 879	168 519	8 027
	2002..				
	1997..	371	323 306	131 019	6 821
711120	Dance companies	439	412 879	168 519	8 027
	2002..				
	1997..	371	323 306	131 019	6 821
71113	Musical groups and artists	1 498	1 631 918	671 862	31 474
	2002..				
	1997..	1 211	1 154 012	498 783	29 768
711130	Musical groups and artists	1 498	1 631 918	671 862	31 474
	2002..				
	1997..	1 211	1 154 012	498 783	29 768
71119	Other performing arts companies	95	53 408	15 611	603
	2002..				
	1997..	87	45 232	12 675	806
711190	Other performing arts companies	95	53 408	15 611	603
	2002..				
	1997..	87	45 232	12 675	806

See footnotes at end of table.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997—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 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Tax status and kind of business	Establishments (number)	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.					
711	Performing arts, spectator sports, and related industries—Con.				
7113	Promoters of performing arts, sports, and similar events	2 044	4 036 766	681 325	32 638
	1997..	1 308	1 577 390	348 443	20 630
71131	Promoters of performing arts, sports, and similar events with facilities	901	1 576 639	413 853	19 689
	1997..	371	846 172	225 315	13 589
711310	Promoters of performing arts, sports, and similar events with facilities	901	1 576 639	413 853	19 689
	1997..	371	846 172	225 315	13 589
71132	Promoters of performing arts, sports, and similar events without facilities	1 143	2 460 127	267 472	12 949
	1997..	937	731 218	123 128	7 041
711320	Promoters of performing arts, sports, and similar events without facilities	1 143	2 460 127	267 472	12 949
	1997..	937	731 218	123 128	7 041
ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX					
711	Performing arts, spectator sports, and related industries	32 051	49 067 459	18 694 511	306 414
	1997..	25 942	32 743 586	12 834 362	235 926
7111	Performing arts companies	5 267	6 093 329	1 435 980	55 664
	1997..	5 883	5 271 542	1 452 152	51 802
71111	Theater companies and dinner theaters	1 544	2 820 682	645 978	29 380
	1997..	1 600	2 344 240	593 790	26 488
711110	Theater companies and dinner theaters	1 544	2 820 682	645 978	29 380
	1997..	1 600	2 344 240	593 790	26 488
71112	Dance companies	147	120 387	34 346	1 581
	1997..	159	109 384	35 272	2 349
711120	Dance companies	147	120 387	34 346	1 581
	1997..	159	109 384	35 272	2 349
71113	Musical groups and artists	3 084	2 374 210	574 917	17 810
	1997..	3 369	2 172 497	635 040	16 354
711130	Musical groups and artists	3 084	2 374 210	574 917	17 810
	1997..	3 369	2 172 497	635 040	16 354
71119	Other performing arts companies	492	778 050	180 739	6 893
	1997..	755	645 421	188 050	6 611
711190	Other performing arts companies	492	778 050	180 739	6 893
	1997..	755	645 421	188 050	6 611
7112	Spectator sports	4 314	21 933 413	10 174 745	106 621
	1997..	3 881	13 656 033	6 151 215	92 393
71121	Spectator sports	4 314	21 933 413	10 174 745	106 621
	1997..	3 881	13 656 033	6 151 215	92 393
711211	Sports teams and clubs	819	12 986 762	8 524 887	39 882
	1997..	483	7 808 684	4 922 390	33 330
711212	Racetracks	792	6 233 953	945 555	44 581
	1997..	807	4 142 020	797 261	44 880
711219	Other spectator sports	2 703	2 712 698	704 303	22 158
	1997..	2 591	1 705 329	431 564	14 183
7113	Promoters of performing arts, sports, and similar events	2 559	7 575 705	1 389 732	67 345
	1997..	2 633	5 045 093	1 052 645	51 411
71131	Promoters of performing arts, sports, and similar events with facilities	967	3 688 160	811 708	52 792
	1997..	557	1 548 106	418 885	25 713
711310	Promoters of performing arts, sports, and similar events with facilities	967	3 688 160	811 708	52 792
	1997..	557	1 548 106	418 885	25 713
71132	Promoters of performing arts, sports, and similar events without facilities	1 592	3 887 545	578 024	14 553
	1997..	2 076	3 496 987	633 760	25 698
711320	Promoters of performing arts, sports, and similar events without facilities	1 592	3 887 545	578 024	14 553
	1997..	2 076	3 496 987	633 760	25 698
7114	Agents and managers for artists, athletes, entertainers and other public figures	4 043	4 188 848	1 457 175	21 650
	1997..	2 532	2 409 918	910 844	13 239
71141	Agents and managers for artists, athletes, entertainers and other public figures	4 043	4 188 848	1 457 175	21 650
	1997..	2 532	2 409 918	910 844	13 239
711410	Agents and managers for artists, athletes, entertainers and other public figures	4 043	4 188 848	1 457 175	21 650
	1997..	2 532	2 409 918	910 844	13 239
7115	Independent artists, writers, and performers	15 868	9 276 164	4 236 879	55 134
	1997..	11 013	6 361 000	3 267 506	27 081
71151	Independent artists, writers, and performers	15 868	9 276 164	4 236 879	55 134
	1997..	11 013	6 361 000	3 267 506	27 081
711510	Independent artists, writers, and performers	15 868	9 276 164	4 236 879	55 134
	1997..	11 013	6 361 000	3 267 506	27 081

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

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ALL ESTABLISHMENTS						
711		Performing arts, spectator sports, and related industries	38 181	X	57 708 091	X	100.0	65.9
	30400	Membership dues	1 935	2 105 187	170 038	8.1	.3	X
	30500	Admissions, excluding admission taxes	10 377	35 890 336	14 573 453	40.6	25.3	X
	30510	Contract fees from providing entertainment	12 984	14 572 090	9 112 262	62.5	15.8	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	4 473	5 339 790	4 002 658	75.0	6.9	X
	30530	Writing fees	6 371	2 403 012	1 811 500	75.4	3.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	6 135	8 924 019	2 621 080	29.4	4.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	3 622	16 747 600	1 208 120	7.2	2.1	X
	30560	Amusement machines operated by this establishment	288	595 721	53 192	8.9	.1	X
	30570	Sales of programs	1 594	13 267 281	227 848	1.7	.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 358	11 463 407	550 751	4.8	1.0	X
	30590	Advertising, including endorsement fees	4 812	25 494 122	4 003 694	15.7	6.9	X
	30600	Sports teams share of admissions for games away from home	96	6 090 420	350 030	5.7	.6	X
	30610	Appearance fees	349	2 623 847	250 852	9.6	.4	X
	30620	Fees from providing instruction or training	1 188	1 259 832	293 694	23.3	.5	X
	30630	Racetrack's share of receipts from parimutuel betting	205	4 283 179	2 478 941	57.9	4.3	X
	30640	Gaming receipts	84	2 132 591	1 443 191	67.7	2.5	X
	30650	Purse (prize money)	1 640	2 270 112	856 563	37.7	1.5	X
	30660	Radio and television income	437	14 300 023	5 420 551	37.9	9.4	X
	39000	Merchandise sales	5 936	22 408 840	701 549	3.1	1.2	X
	39200	Sales of food and beverages	4 490	14 123 189	1 082 842	7.7	1.9	X
	39500	All other receipts	7 923	33 198 449	3 147 151	9.5	5.5	X
	39700	Contributions, gifts, and grants: Government	4 127	7 200 983	435 368	6.0	.8	X
	39710	Contributions, gifts, and grants: Private	5 337	8 065 108	2 436 941	30.2	4.2	X
	39720	Investment income, including interest and dividends	2 658	6 902 836	224 446	3.3	.4	X
	39900	All other revenue	2 489	4 338 393	346 334	8.0	.6	X
7111		Performing arts companies	9 353	X	10 697 195	X	100.0	67.1
	30400	Membership dues	1 135	1 065 524	105 952	9.9	1.0	X
	30500	Admissions, excluding admission taxes	4 999	7 425 143	4 415 424	59.5	41.3	X
	30510	Contract fees from providing entertainment	5 233	5 830 121	2 859 655	49.1	26.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	203	273 638	39 168	14.3	.4	X
	30530	Writing fees	105	73 860	16 915	22.9	.2	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	1 024	2 726 615	259 377	9.5	2.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	1 214	2 607 471	91 075	3.5	.9	X
	30560	Amusement machines operated by this establishment	56	43 625	6 200	14.2	.1	X
	30570	Sales of programs	309	747 738	24 499	3.3	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	158	701 403	7 814	1.1	.1	X
	30590	Advertising, including endorsement fees	1 730	1 951 604	61 557	3.2	.6	X
	39000	Merchandise sales	2 664	4 159 712	164 926	4.0	1.5	65.2
	39013	Sales of other merchandise, not specified by type	2 664	4 159 712	164 926	4.0	1.5	X
	39200	Sales of food and beverages	1 852	2 791 830	194 458	7.0	1.8	65.1
	39201	Sales of food and nonalcoholic beverages	1 735	2 515 553	118 206	4.7	1.1	X
	39202	Sales of alcoholic beverages	674	1 753 994	76 252	4.3	.7	X
	39500	All other receipts	2 640	4 725 588	318 199	6.7	3.0	65.4
	39507	All other operating receipts	2 640	4 725 588	318 199	6.7	3.0	X
	39700	Contributions, gifts, and grants: Government	2 926	4 027 577	208 468	5.2	1.9	65.7
	39701	National Endowment for the Arts	689	2 362 136	26 085	1.1	.2	X
	39702	All other federal, state, county, and municipal	2 892	3 899 146	182 383	4.7	1.7	X
	39710	Contributions, gifts, and grants: Private	3 800	4 465 354	1 679 754	37.6	15.7	64.2
	39711	Individuals	3 650	4 398 700	919 374	20.9	8.6	X
	39712	Foundations	2 927	4 245 113	365 409	8.6	3.4	X
	39713	Business and industry	2 680	4 040 630	262 371	6.5	2.5	X
	39714	Other, including labor unions, etc.	692	1 587 148	132 600	8.4	1.2	X
	39720	Investment income, including interest and dividends	1 637	3 513 392	161 064	4.6	1.5	X
	39900	All other revenue	1 674	1 716 678	152 367	8.9	1.4	65.9
	39907	All other revenue	1 674	1 716 678	152 367	8.9	1.4	X
71111		Theater companies and dinner theaters	3 598	X	5 326 343	X	100.0	70.5
	30400	Membership dues	462	681 110	37 391	5.5	.7	X
	30500	Admissions, excluding admission taxes	2 725	4 393 295	2 893 319	65.9	54.3	X
	30510	Contract fees from providing entertainment	1 199	1 822 614	830 631	45.6	15.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	75	179 654	25 922	14.4	.5	X
	30530	Writing fees	38	31 118	1 273	4.1	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	224	1 064 840	29 032	2.7	.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	902	1 763 691	61 077	3.5	1.1	X
	30560	Amusement machines operated by this establishment	14	7 597	153	2.0	Z	X
	30570	Sales of programs	158	484 643	14 337	3.0	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	95	463 686	5 012	1.1	.1	X
	30590	Advertising, including endorsement fees	942	1 136 165	26 019	2.3	.5	X
	39000	Merchandise sales	916	1 895 414	63 759	3.4	1.2	67.3
	39013	Sales of other merchandise, not specified by type	916	1 895 414	63 759	3.4	1.2	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ALL ESTABLISHMENTS—Con.						
71111		Theater companies and dinner theaters—Con.						
	39200	Sales of food and beverages	1 419	2 088 996	141 766	6.8	2.7	69.2
	39201	Sales of food and nonalcoholic beverages	1 332	1 874 535	87 693	4.7	1.6	X
	39202	Sales of alcoholic beverages	557	1 277 543	54 073	4.2	1.0	X
	39500	All other receipts	1 281	2 459 348	170 675	6.9	3.2	68.0
	39507	All other operating receipts	1 281	2 459 348	170 675	6.9	3.2	X
	39700	Contributions, gifts, and grants: Government	1 459	2 119 886	112 855	5.3	2.1	69.5
	39701	National Endowment for the Arts	396	1 272 339	19 106	1.5	.4	X
	39702	All other federal, state, county, and municipal	1 442	2 082 834	93 749	4.5	1.8	X
	39710	Contributions, gifts, and grants: Private	1 915	2 411 227	796 798	33.0	15.0	69.6
	39711	Individuals	1 844	2 383 418	450 489	18.9	8.5	X
	39712	Foundations	1 436	2 289 147	174 727	7.6	3.3	X
	39713	Business and industry	1 306	2 151 990	127 810	5.9	2.4	X
	39714	Other, including labor unions, etc.	344	705 823	43 772	6.2	.8	X
	39720	Investment income, including interest and dividends	808	1 970 849	62 953	3.2	1.2	X
	39900	All other revenue	760	827 284	68 235	8.2	1.3	69.7
	39907	All other revenue	760	827 284	68 235	8.2	1.3	X
711110		Theater companies and dinner theaters	3 598	X	5 326 343	X	100.0	70.5
	30400	Membership dues	462	681 110	37 391	5.5	.7	X
	30500	Admissions, excluding admission taxes	2 725	4 393 295	2 893 319	65.9	54.3	X
	30510	Contract fees from providing entertainment	1 199	1 822 614	830 631	45.6	15.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	75	179 654	25 922	14.4	.5	X
	30530	Writing fees	38	31 118	1 273	4.1	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	224	1 064 840	29 032	2.7	.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	902	1 763 691	61 077	3.5	1.1	X
	30560	Amusement machines operated by this establishment	14	7 597	153	2.0	Z	X
	30570	Sales of programs	158	484 643	14 337	3.0	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	95	463 686	5 012	1.1	.1	X
	30590	Advertising, including endorsement fees	942	1 136 165	26 019	2.3	.5	X
	39000	Merchandise sales	916	1 895 414	63 759	3.4	1.2	67.3
	39013	Sales of other merchandise, not specified by type	916	1 895 414	63 759	3.4	1.2	X
	39200	Sales of food and beverages	1 419	2 088 996	141 766	6.8	2.7	69.2
	39201	Sales of food and nonalcoholic beverages	1 332	1 874 535	87 693	4.7	1.6	X
	39202	Sales of alcoholic beverages	557	1 277 543	54 073	4.2	1.0	X
	39500	All other receipts	1 281	2 459 348	170 675	6.9	3.2	68.0
	39507	All other operating receipts	1 281	2 459 348	170 675	6.9	3.2	X
	39700	Contributions, gifts, and grants: Government	1 459	2 119 886	112 855	5.3	2.1	69.5
	39701	National Endowment for the Arts	396	1 272 339	19 106	1.5	.4	X
	39702	All other federal, state, county, and municipal	1 442	2 082 834	93 749	4.5	1.8	X
	39710	Contributions, gifts, and grants: Private	1 915	2 411 227	796 798	33.0	15.0	69.6
	39711	Individuals	1 844	2 383 418	450 489	18.9	8.5	X
	39712	Foundations	1 436	2 289 147	174 727	7.6	3.3	X
	39713	Business and industry	1 306	2 151 990	127 810	5.9	2.4	X
	39714	Other, including labor unions, etc.	344	705 823	43 772	6.2	.8	X
	39720	Investment income, including interest and dividends	808	1 970 849	62 953	3.2	1.2	X
	39900	All other revenue	760	827 284	68 235	8.2	1.3	69.7
	39907	All other revenue	760	827 284	68 235	8.2	1.3	X
71112		Dance companies	586	X	533 266	X	100.0	61.8
	30400	Membership dues	78	46 161	10 581	22.9	2.0	X
	30500	Admissions, excluding admission taxes	462	474 066	169 214	35.7	31.7	X
	30510	Contract fees from providing entertainment	314	326 777	94 466	28.9	17.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	19	12 269	2 325	19.0	.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	33	109 170	1 215	1.1	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	100	240 704	3 666	1.5	.7	X
	30570	Sales of programs	37	23 561	2 213	9.4	.4	X
	30590	Advertising, including endorsement fees	133	100 647	1 792	1.8	.3	X
	39000	Merchandise sales	241	367 191	5 482	1.5	1.0	61.1
	39013	Sales of other merchandise, not specified by type	241	367 191	5 482	1.5	1.0	X
	39200	Sales of food and beverages	54	26 280	3 653	13.9	.7	59.7
	39201	Sales of food and nonalcoholic beverages	48	24 209	2 103	8.7	.4	X
	39202	Sales of alcoholic beverages	6	2 071	1 550	74.8	.3	X
	39500	All other receipts	255	346 948	36 550	10.5	6.9	61.6
	39507	All other operating receipts	255	346 948	36 550	10.5	6.9	X
	39700	Contributions, gifts, and grants: Government	358	392 693	22 915	5.8	4.3	59.1
	39701	National Endowment for the Arts	101	197 945	2 411	1.2	.5	X
	39702	All other federal, state, county, and municipal	351	389 002	20 504	5.3	3.8	X
	39710	Contributions, gifts, and grants: Private	419	411 409	161 758	39.3	30.3	58.8
	39711	Individuals	393	406 168	79 289	19.5	14.9	X
	39712	Foundations	362	402 806	45 242	11.2	8.5	X
	39713	Business and industry	305	385 009	24 492	6.4	4.6	X
	39714	Other, including labor unions, etc.	102	164 239	12 735	7.8	2.4	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ALL ESTABLISHMENTS—Con.						
71112		Dance companies—Con.						
	39720	Investment income, including interest and dividends	136	249 833	3 852	1.5	.7	X
	39900	All other revenue	195	203 236	13 439	6.6	2.5	61.2
	39907	All other revenue	195	203 236	13 439	6.6	2.5	X
711120		Dance companies	586	X	533 266	X	100.0	61.8
	30400	Membership dues	78	46 161	10 581	22.9	2.0	X
	30500	Admissions, excluding admission taxes	462	474 066	169 214	35.7	31.7	X
	30510	Contract fees from providing entertainment	314	326 777	94 466	28.9	17.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	19	12 269	2 325	19.0	.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	33	109 170	1 215	1.1	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	100	240 704	3 666	1.5	.7	X
	30570	Sales of programs	37	23 561	2 213	9.4	.4	X
	30590	Advertising, including endorsement fees	133	100 647	1 792	1.8	.3	X
	39000	Merchandise sales	241	367 191	5 482	1.5	1.0	61.1
	39013	Sales of other merchandise, not specified by type	241	367 191	5 482	1.5	1.0	X
	39200	Sales of food and beverages	54	26 280	3 653	13.9	.7	59.7
	39201	Sales of food and nonalcoholic beverages	48	24 209	2 103	8.7	.4	X
	39202	Sales of alcoholic beverages	6	2 071	1 550	74.8	.3	X
	39500	All other receipts	255	346 948	36 550	10.5	6.9	61.6
	39507	All other operating receipts	255	346 948	36 550	10.5	6.9	X
	39700	Contributions, gifts, and grants: Government	358	392 693	22 915	5.8	4.3	59.1
	39701	National Endowment for the Arts	101	197 945	2 411	1.2	.5	X
	39702	All other federal, state, county, and municipal	351	389 002	20 504	5.3	3.8	X
	39710	Contributions, gifts, and grants: Private	419	411 409	161 758	39.3	30.3	58.8
	39711	Individuals	393	406 168	79 289	19.5	14.9	X
	39712	Foundations	362	402 806	45 242	11.2	8.5	X
	39713	Business and industry	305	385 009	24 492	6.4	4.6	X
	39714	Other, including labor unions, etc.	102	164 239	12 735	7.8	2.4	X
	39720	Investment income, including interest and dividends	136	249 833	3 852	1.5	.7	X
	39900	All other revenue	195	203 236	13 439	6.6	2.5	61.2
	39907	All other revenue	195	203 236	13 439	6.6	2.5	X
71113		Musical groups and artists	4 582	X	4 006 128	X	100.0	64.1
	30400	Membership dues	540	298 672	43 259	14.5	1.1	X
	30500	Admissions, excluding admission taxes	1 557	1 937 088	801 888	41.4	20.0	X
	30510	Contract fees from providing entertainment	3 402	3 445 358	1 748 925	50.8	43.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	88	74 185	10 173	13.7	.3	X
	30530	Writing fees	62	35 442	10 203	28.8	.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	720	1 468 762	227 980	15.5	5.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	153	551 192	21 123	3.8	.5	X
	30560	Amusement machines operated by this establishment	8	12 221	1 258	10.3	.2	X
	30570	Sales of programs	73	135 693	6 091	4.5	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	47	219 987	2 217	1.0	.1	X
	30590	Advertising, including endorsement fees	604	607 757	31 320	5.2	.8	X
	39000	Merchandise sales	1 379	1 682 424	82 099	4.9	2.0	63.4
	39013	Sales of other merchandise, not specified by type	1 379	1 682 424	82 099	4.9	2.0	X
	39200	Sales of food and beverages	230	489 172	28 244	5.8	.7	58.1
	39201	Sales of food and nonalcoholic beverages	208	434 252	12 640	2.9	.3	X
	39202	Sales of alcoholic beverages	78	390 901	15 604	4.0	.4	X
	39500	All other receipts	1 009	1 765 342	100 701	5.7	2.5	63.4
	39507	All other operating receipts	1 009	1 765 342	100 701	5.7	2.5	X
	39700	Contributions, gifts, and grants: Government	1 062	1 476 609	70 593	4.8	1.8	62.4
	39701	National Endowment for the Arts	185	889 698	4 475	.5	.1	X
	39702	All other federal, state, county, and municipal	1 052	1 388 921	66 118	4.8	1.7	X
	39710	Contributions, gifts, and grants: Private	1 401	1 595 381	707 062	44.3	17.7	58.3
	39711	Individuals	1 353	1 564 001	385 441	24.6	9.6	X
	39712	Foundations	1 085	1 515 538	140 250	9.3	3.5	X
	39713	Business and industry	1 028	1 459 931	106 258	7.3	2.7	X
	39714	Other, including labor unions, etc.	234	707 890	75 113	10.6	1.9	X
	39720	Investment income, including interest and dividends	668	1 255 432	94 024	7.5	2.3	X
	39900	All other revenue	697	674 347	68 115	10.1	1.7	62.4
	39907	All other revenue	697	674 347	68 115	10.1	1.7	X
711130		Musical groups and artists	4 582	X	4 006 128	X	100.0	64.1
	30400	Membership dues	540	298 672	43 259	14.5	1.1	X
	30500	Admissions, excluding admission taxes	1 557	1 937 088	801 888	41.4	20.0	X
	30510	Contract fees from providing entertainment	3 402	3 445 358	1 748 925	50.8	43.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	88	74 185	10 173	13.7	.3	X
	30530	Writing fees	62	35 442	10 203	28.8	.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	720	1 468 762	227 980	15.5	5.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	153	551 192	21 123	3.8	.5	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
711130		ALL ESTABLISHMENTS—Con.						
		Musical groups and artists—Con.						
	30560	Amusement machines operated by this establishment	8	12 221	1 258	10.3	Z	X
	30570	Sales of programs	73	135 693	6 091	4.5	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	47	219 987	2 217	1.0	.1	X
	30590	Advertising, including endorsement fees	604	607 757	31 320	5.2	.8	X
	39000	Merchandise sales	1 379	1 682 424	82 099	4.9	2.0	63.4
	39013	Sales of other merchandise, not specified by type	1 379	1 682 424	82 099	4.9	2.0	X
	39200	Sales of food and beverages	230	489 172	28 244	5.8	.7	58.1
	39201	Sales of food and nonalcoholic beverages	208	434 252	12 640	2.9	.3	X
	39202	Sales of alcoholic beverages	78	390 901	15 604	4.0	.4	X
	39500	All other receipts	1 009	1 765 342	100 701	5.7	2.5	63.4
	39507	All other operating receipts	1 009	1 765 342	100 701	5.7	2.5	X
	39700	Contributions, gifts, and grants: Government	1 062	1 476 609	70 593	4.8	1.8	62.4
	39701	National Endowment for the Arts	185	889 698	4 475	.5	.1	X
	39702	All other federal, state, county, and municipal	1 052	1 388 921	66 118	4.8	1.7	X
	39710	Contributions, gifts, and grants: Private	1 401	1 595 381	707 062	44.3	17.7	58.3
	39711	Individuals	1 353	1 564 001	385 441	24.6	9.6	X
	39712	Foundations	1 085	1 515 538	140 250	9.3	3.5	X
	39713	Business and industry	1 028	1 459 931	106 258	7.3	2.7	X
	39714	Other, including labor unions, etc.	234	707 890	75 113	10.6	1.9	X
	39720	Investment income, including interest and dividends	668	1 255 432	94 024	7.5	2.3	X
	39900	All other revenue	697	674 347	68 115	10.1	1.7	62.4
	39907	All other revenue	697	674 347	68 115	10.1	1.7	X
71119		Other performing arts companies	587	X	831 458	X	100.0	63.5
	30400	Membership dues	55	39 581	14 721	37.2	1.8	X
	30500	Admissions, excluding admission taxes	255	620 694	551 003	88.8	66.3	X
	30510	Contract fees from providing entertainment	318	235 372	185 633	78.9	22.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	21	7 530	748	9.9	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	47	83 843	1 150	1.4	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	59	51 884	5 209	10.0	.6	X
	30560	Amusement machines operated by this establishment	29	20 747	4 736	22.8	.6	X
	30570	Sales of programs	41	103 841	1 858	1.8	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	14	16 813	581	3.5	.1	X
	30590	Advertising, including endorsement fees	51	107 035	2 426	2.3	.3	X
	39000	Merchandise sales	128	214 683	13 586	6.3	1.6	60.9
	39013	Sales of other merchandise, not specified by type	128	214 683	13 586	6.3	1.6	X
	39200	Sales of food and beverages	149	187 382	20 795	11.1	2.5	63.4
	39201	Sales of food and nonalcoholic beverages	147	182 557	15 770	8.6	1.9	X
	39202	Sales of alcoholic beverages	33	83 479	5 025	6.0	.6	X
	39500	All other receipts	95	153 950	10 273	6.7	1.2	59.0
	39507	All other operating receipts	95	153 950	10 273	6.7	1.2	X
	39700	Contributions, gifts, and grants: Government	47	38 389	2 105	5.5	.3	61.6
	39701	National Endowment for the Arts	7	2 154	93	4.3	Z	X
	39702	All other federal, state, county, and municipal	47	38 389	2 012	5.2	.2	X
	39710	Contributions, gifts, and grants: Private	65	47 337	14 136	29.9	1.7	60.9
	39711	Individuals	60	45 113	4 155	9.2	.5	X
	39712	Foundations	44	37 622	5 190	13.8	.6	X
	39713	Business and industry	41	43 700	3 811	8.7	.5	X
	39714	Other, including labor unions, etc.	12	9 196	980	10.7	.1	X
	39720	Investment income, including interest and dividends	25	37 278	235	.6	Z	X
	39900	All other revenue	22	11 811	2 578	21.8	.3	57.4
	39907	All other revenue	22	11 811	2 578	21.8	.3	X
711190		Other performing arts companies	587	X	831 458	X	100.0	63.5
	30400	Membership dues	55	39 581	14 721	37.2	1.8	X
	30500	Admissions, excluding admission taxes	255	620 694	551 003	88.8	66.3	X
	30510	Contract fees from providing entertainment	318	235 372	185 633	78.9	22.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	21	7 530	748	9.9	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	47	83 843	1 150	1.4	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	59	51 884	5 209	10.0	.6	X
	30560	Amusement machines operated by this establishment	29	20 747	4 736	22.8	.6	X
	30570	Sales of programs	41	103 841	1 858	1.8	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	14	16 813	581	3.5	.1	X
	30590	Advertising, including endorsement fees	51	107 035	2 426	2.3	.3	X
	39000	Merchandise sales	128	214 683	13 586	6.3	1.6	60.9
	39013	Sales of other merchandise, not specified by type	128	214 683	13 586	6.3	1.6	X
	39200	Sales of food and beverages	149	187 382	20 795	11.1	2.5	63.4
	39201	Sales of food and nonalcoholic beverages	147	182 557	15 770	8.6	1.9	X
	39202	Sales of alcoholic beverages	33	83 479	5 025	6.0	.6	X
	39500	All other receipts	95	153 950	10 273	6.7	1.2	59.0
	39507	All other operating receipts	95	153 950	10 273	6.7	1.2	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ALL ESTABLISHMENTS—Con.						
711190		Other performing arts companies—Con.						
	39700	Contributions, gifts, and grants: Government	47	38 389	2 105	5.5	.3	61.6
	39701	National Endowment for the Arts	7	2 154	93	4.3	Z	X
	39702	All other federal, state, county, and municipal	47	38 389	2 012	5.2	.2	X
	39710	Contributions, gifts, and grants: Private	65	47 337	14 136	29.9	1.7	60.9
	39711	Individuals	60	45 113	4 155	9.2	.5	X
	39712	Foundations	44	37 622	5 190	13.8	.6	X
	39713	Business and industry	41	43 700	3 811	8.7	.5	X
	39714	Other, including labor unions, etc.	12	9 196	980	10.7	.1	X
	39720	Investment income, including interest and dividends	25	37 278	235	6	Z	X
	39900	All other revenue	22	11 811	2 578	21.8	.3	57.4
	39907	All other revenue	22	11 811	2 578	21.8	.3	X
7112		Spectator sports	4 314	X	21 933 413	X	100.0	76.8
	30500	Admissions, excluding admission taxes	1 616	17 917 909	5 781 808	32.3	26.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	161	567 000	217 521	38.4	1.0	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	595	7 737 517	264 084	3.4	1.2	X
	30560	Amusement machines operated by this establishment	79	393 786	7 677	2.0	Z	X
	30570	Sales of programs	742	11 294 332	97 207	.9	.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	358	8 219 836	345 793	4.2	1.6	X
	30590	Advertising, including endorsement fees	1 458	15 995 112	1 762 531	11.0	8.0	X
	30600	Sports teams share of admissions for games away from home	96	6 090 420	350 030	5.7	1.6	X
	30610	Appearance fees	349	2 623 847	250 852	9.6	1.1	X
	30620	Fees from providing instruction or training	1 188	1 259 832	293 694	23.3	1.3	X
	30630	Racetrack's share of receipts from parimutuel betting	205	4 283 179	2 478 941	57.9	11.3	X
	30640	Gaming receipts	84	2 132 591	1 443 191	67.7	6.6	76.8
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	38	1 419 227	1 040 938	73.3	4.7	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others .	56	1 575 190	402 235	25.5	1.8	X
	30650	Purse (prize money)	1 640	2 270 112	856 563	37.7	3.9	X
	30660	Radio and television income	437	14 300 023	5 420 551	37.9	24.7	X
	39000	Merchandise sales	1 139	11 668 411	274 489	2.4	1.3	76.2
	39014	Sales of other merchandise, not specified by type	1 139	11 668 411	274 489	2.4	1.3	X
	39200	Sales of food and beverages	1 038	7 764 099	382 066	4.9	1.7	63.2
	39201	Sales of food and nonalcoholic beverages	1 026	7 682 974	293 718	3.8	1.3	X
	39202	Sales of alcoholic beverages	492	4 908 811	88 348	1.8	.4	X
	39500	All other receipts	1 739	18 819 397	1 706 415	9.1	7.8	75.9
	39508	All other operating receipts	1 739	18 819 397	1 706 415	9.1	7.8	X
71121		Spectator sports	4 314	X	21 933 413	X	100.0	76.8
	30500	Admissions, excluding admission taxes	1 616	17 917 909	5 781 808	32.3	26.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	161	567 000	217 521	38.4	1.0	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	595	7 737 517	264 084	3.4	1.2	X
	30560	Amusement machines operated by this establishment	79	393 786	7 677	2.0	Z	X
	30570	Sales of programs	742	11 294 332	97 207	.9	.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	358	8 219 836	345 793	4.2	1.6	X
	30590	Advertising, including endorsement fees	1 458	15 995 112	1 762 531	11.0	8.0	X
	30600	Sports teams share of admissions for games away from home	96	6 090 420	350 030	5.7	1.6	X
	30610	Appearance fees	349	2 623 847	250 852	9.6	1.1	X
	30620	Fees from providing instruction or training	1 188	1 259 832	293 694	23.3	1.3	X
	30630	Racetrack's share of receipts from parimutuel betting	205	4 283 179	2 478 941	57.9	11.3	X
	30640	Gaming receipts	84	2 132 591	1 443 191	67.7	6.6	76.8
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	38	1 419 227	1 040 938	73.3	4.7	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others .	56	1 575 190	402 235	25.5	1.8	X
	30650	Purse (prize money)	1 640	2 270 112	856 563	37.7	3.9	X
	30660	Radio and television income	437	14 300 023	5 420 551	37.9	24.7	X
	39000	Merchandise sales	1 139	11 668 411	274 489	2.4	1.3	76.2
	39014	Sales of other merchandise, not specified by type	1 139	11 668 411	274 489	2.4	1.3	X
	39200	Sales of food and beverages	1 038	7 764 099	382 066	4.9	1.7	63.2
	39201	Sales of food and nonalcoholic beverages	1 026	7 682 974	293 718	3.8	1.3	X
	39202	Sales of alcoholic beverages	492	4 908 811	88 348	1.8	.4	X
	39500	All other receipts	1 739	18 819 397	1 706 415	9.1	7.8	75.9
	39508	All other operating receipts	1 739	18 819 397	1 706 415	9.1	7.8	X
711211		Sports teams and clubs	819	X	12 986 762	X	100.0	77.7
	30500	Admissions, excluding admission taxes	754	12 859 998	4 683 102	36.4	36.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	14	6 532	140	2.1	Z	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	168	4 583 267	144 715	3.2	1.1	X
	30560	Amusement machines operated by this establishment	45	207 618	509	.2	Z	X
	30570	Sales of programs	381	6 423 742	28 636	.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	214	7 056 951	334 118	4.7	2.6	X
	30590	Advertising, including endorsement fees	604	11 824 563	995 189	8.4	7.7	X
	30600	Sports teams share of admissions for games away from home	96	6 090 420	350 030	5.7	2.7	X
	30610	Appearance fees	43	1 074 111	823	.1	Z	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
711211		ALL ESTABLISHMENTS—Con.						
		Sports teams and clubs—Con.						
	30620	Fees from providing instruction or training	123	782 706	9 029	1.2	.1	X
	30640	Gaming receipts	11	123 776	2 239	1.8	Z	77.6
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	9	123 578	2 185	1.8	Z	X
	30680	Radio and television income	314	12 448 596	5 066 169	40.7	39.0	X
	39000	Merchandise sales	583	8 069 252	183 123	2.3	1.4	76.9
	39014	Sales of other merchandise, not specified by type	583	8 069 252	183 123	2.3	1.4	X
	39200	Sales of food and beverages	360	3 273 687	137 991	4.2	1.1	59.7
	39201	Sales of food and nonalcoholic beverages	353	3 272 542	112 841	3.4	.9	X
	39202	Sales of alcoholic beverages	166	1 760 496	25 150	1.4	.2	X
	39500	All other receipts	530	11 988 811	1 050 949	8.8	8.1	76.6
	39508	All other operating receipts	530	11 988 811	1 050 949	8.8	8.1	X
711212		Racetracks	792	X	6 233 953	X	100.0	83.1
	30500	Admissions, excluding admission taxes	707	5 029 171	1 079 625	21.5	17.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	24	282 769	13 102	4.6	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	353	3 105 248	106 030	3.4	1.7	X
	30560	Amusement machines operated by this establishment	20	185 863	6 928	3.7	.1	X
	30570	Sales of programs	334	4 844 715	67 929	1.4	1.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	121	1 135 973	10 957	1.0	.2	X
	30590	Advertising, including endorsement fees	387	3 204 018	158 551	4.9	2.5	X
	30610	Appearance fees	43	872 620	6 552	.8	.1	X
	30620	Fees from providing instruction or training	33	41 239	3 413	8.3	.1	X
	30630	Racetrack's share of receipts from parimutuel betting	205	4 283 179	2 478 941	57.9	39.8	X
	30640	Gaming receipts	57	2 002 734	1 434 871	71.6	23.0	83.0
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	20	1 292 530	1 035 634	80.1	16.6	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	47	1 572 030	399 219	25.4	6.4	X
	30680	Radio and television income	65	1 694 219	330 168	19.5	5.3	X
	39000	Merchandise sales	376	3 229 205	58 206	1.8	.9	83.0
	39014	Sales of other merchandise, not specified by type	376	3 229 205	58 206	1.8	.9	X
	39200	Sales of food and beverages	588	4 403 296	238 477	5.4	3.8	71.1
	39201	Sales of food and nonalcoholic beverages	583	4 323 316	176 076	4.1	2.8	X
	39202	Sales of alcoholic beverages	287	3 096 525	62 401	2.0	1.0	X
	39500	All other receipts	429	5 674 817	240 203	4.2	3.9	82.6
	39508	All other operating receipts	429	5 674 817	240 203	4.2	3.9	X
711219		Other spectator sports	2 703	X	2 712 698	X	100.0	58.3
	30500	Admissions, excluding admission taxes	155	28 740	19 081	66.4	.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	123	277 699	204 279	73.6	7.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	74	49 002	13 339	27.2	.5	X
	30560	Amusement machines operated by this establishment	14	305	240	78.7	Z	X
	30570	Sales of programs	27	25 875	642	2.5	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	23	26 912	718	2.7	Z	X
	30590	Advertising, including endorsement fees	467	966 531	608 791	63.0	22.4	X
	30610	Appearance fees	263	677 116	243 477	36.0	9.0	X
	30620	Fees from providing instruction or training	1 032	435 887	281 252	64.5	10.4	X
	30640	Gaming receipts	16	6 081	6 081	100.0	.2	58.3
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	9	3 119	3 119	100.0	.1	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	7	2 962	2 962	100.0	.1	X
	30650	Purse (prize money)	1 640	2 270 112	856 563	37.7	31.6	X
	30680	Radio and television income	58	157 208	24 214	15.4	.9	X
	39000	Merchandise sales	180	369 954	33 160	9.0	1.2	55.8
	39014	Sales of other merchandise, not specified by type	180	369 954	33 160	9.0	1.2	X
	39200	Sales of food and beverages	90	87 116	5 598	6.4	.2	55.7
	39201	Sales of food and nonalcoholic beverages	90	87 116	4 801	5.5	.2	X
	39202	Sales of alcoholic beverages	39	51 790	797	1.5	Z	X
	39500	All other receipts	780	1 155 769	415 263	35.9	15.3	57.2
	39508	All other operating receipts	780	1 155 769	415 263	35.9	15.3	X
7113		Promoters of performing arts, sports, and similar events	5 351	X	12 147 533	X	100.0	65.4
	30400	Membership dues	681	945 915	62 436	6.6	.5	X
	30500	Admissions, excluding admission taxes	3 615	9 854 325	4 207 399	42.7	34.6	X
	30510	Contract fees from providing entertainment	883	3 227 310	1 132 466	35.1	9.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	599	715 964	398 819	55.7	3.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	132	2 192 818	390 270	17.8	3.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	1 603	6 128 270	833 221	13.6	6.9	X
	30560	Amusement machines operated by this establishment	119	146 168	30 889	21.1	.3	X
	30570	Sales of programs	498	956 152	92 992	9.7	.8	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	825	2 536 642	196 402	7.7	1.6	X
	30590	Advertising, including endorsement fees	1 409	7 049 488	2 013 884	28.6	16.6	X

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
7113		ALL ESTABLISHMENTS—Con.						
		Promoters of performing arts, sports, and similar events—Con.						
	39000	Merchandise sales	1 501	6 145 437	199 921	3.3	1.6	60.1
	39015	Sales of other merchandise, not specified by type	1 501	6 145 437	199 921	3.3	1.6	X
	39200	Sales of food and beverages	1 509	3 494 668	483 335	13.8	4.0	59.2
	39201	Sales of food and nonalcoholic beverages	1 344	3 248 443	314 035	9.7	2.6	X
	39202	Sales of alcoholic beverages	858	2 665 230	169 214	6.3	1.4	X
	39500	All other receipts	1 712	8 110 960	889 344	11.0	7.3	52.5
	39509	All other operating receipts	1 712	8 110 960	889 344	11.0	7.3	X
	39700	Contributions, gifts, and grants: Government	1 201	3 173 406	226 900	7.2	1.9	62.1
	39701	National Endowment for the Arts	141	405 776	3 610	.9	Z	X
	39702	All other federal, state, county, and municipal	1 194	3 153 117	223 290	7.1	1.8	X
	39710	Contributions, gifts, and grants: Private	1 537	3 599 754	757 187	21.0	6.2	61.0
	39711	Individuals	1 153	1 602 694	204 545	12.8	1.7	X
	39712	Foundations	747	1 286 635	128 324	10.0	1.1	X
	39713	Business and industry	1 085	3 264 553	382 536	11.7	3.1	X
	39714	Other, including labor unions, etc.	246	450 153	41 782	9.3	.3	X
	39720	Investment income, including interest and dividends	1 021	3 389 444	63 382	1.9	.5	X
	39900	All other revenue	815	2 621 715	193 967	7.4	1.6	62.4
	39908	All other revenue	815	2 621 715	193 967	7.4	1.6	X
71131		Promoters of performing arts, sports, and similar events with facilities	1 868	X	5 264 799	X	100.0	69.2
	30400	Membership dues	296	476 744	26 329	5.5	.5	X
	30500	Admissions, excluding admission taxes	1 277	3 735 149	2 053 337	55.0	39.0	X
	30510	Contract fees from providing entertainment	166	741 157	142 298	19.2	2.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	100	130 488	21 712	16.6	.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	36	138 563	6 767	4.9	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	1 027	3 754 515	759 893	20.2	14.4	X
	30560	Amusement machines operated by this establishment	79	106 625	27 637	25.9	.5	X
	30570	Sales of programs	185	450 483	11 501	2.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	433	1 766 451	145 255	8.2	2.8	X
	30590	Advertising, including endorsement fees	609	2 792 118	371 134	13.3	7.0	X
	39000	Merchandise sales	720	2 975 229	135 090	4.5	2.6	58.7
	39015	Sales of other merchandise, not specified by type	720	2 975 229	135 090	4.5	2.6	X
	39200	Sales of food and beverages	904	2 804 401	420 557	15.0	8.0	61.7
	39201	Sales of food and nonalcoholic beverages	814	2 595 335	273 861	10.6	5.2	X
	39202	Sales of alcoholic beverages	524	2 287 086	146 696	6.4	2.8	X
	39500	All other receipts	857	3 715 117	495 848	13.3	9.4	57.5
	39509	All other operating receipts	857	3 715 117	495 848	13.3	9.4	X
	39700	Contributions, gifts, and grants: Government	596	1 186 657	149 700	12.6	2.8	61.5
	39701	National Endowment for the Arts	81	346 789	3 034	.9	.1	X
	39702	All other federal, state, county, and municipal	592	1 185 779	146 666	12.4	2.8	X
	39710	Contributions, gifts, and grants: Private	704	1 355 626	348 654	25.7	6.6	59.0
	39711	Individuals	554	1 167 804	140 818	12.1	2.7	X
	39712	Foundations	356	990 163	94 837	9.6	1.8	X
	39713	Business and industry	489	1 187 433	86 104	7.3	1.6	X
	39714	Other, including labor unions, etc.	129	378 992	26 895	7.1	.5	X
	39720	Investment income, including interest and dividends	440	1 190 804	45 644	3.8	.9	X
	39900	All other revenue	401	658 657	126 288	19.2	2.4	58.9
	39908	All other revenue	401	658 657	126 288	19.2	2.4	X
711310		Promoters of performing arts, sports, and similar events with facilities	1 868	X	5 264 799	X	100.0	69.2
	30400	Membership dues	296	476 744	26 329	5.5	.5	X
	30500	Admissions, excluding admission taxes	1 277	3 735 149	2 053 337	55.0	39.0	X
	30510	Contract fees from providing entertainment	166	741 157	142 298	19.2	2.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	100	130 488	21 712	16.6	.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	36	138 563	6 767	4.9	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	1 027	3 754 515	759 893	20.2	14.4	X
	30560	Amusement machines operated by this establishment	79	106 625	27 637	25.9	.5	X
	30570	Sales of programs	185	450 483	11 501	2.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	433	1 766 451	145 255	8.2	2.8	X
	30590	Advertising, including endorsement fees	609	2 792 118	371 134	13.3	7.0	X
	39000	Merchandise sales	720	2 975 229	135 090	4.5	2.6	58.7
	39015	Sales of other merchandise, not specified by type	720	2 975 229	135 090	4.5	2.6	X
	39200	Sales of food and beverages	904	2 804 401	420 557	15.0	8.0	61.7
	39201	Sales of food and nonalcoholic beverages	814	2 595 335	273 861	10.6	5.2	X
	39202	Sales of alcoholic beverages	524	2 287 086	146 696	6.4	2.8	X
	39500	All other receipts	857	3 715 117	495 848	13.3	9.4	57.5
	39509	All other operating receipts	857	3 715 117	495 848	13.3	9.4	X
	39700	Contributions, gifts, and grants: Government	596	1 186 657	149 700	12.6	2.8	61.5
	39701	National Endowment for the Arts	81	346 789	3 034	.9	.1	X
	39702	All other federal, state, county, and municipal	592	1 185 779	146 666	12.4	2.8	X

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
711310		ALL ESTABLISHMENTS—Con.						
		Promoters of performing arts, sports, and similar events with facilities—Con.						
	39710	Contributions, gifts, and grants: Private	704	1 355 626	348 654	25.7	6.6	59.0
	39711	Individuals	554	1 167 804	140 818	12.1	2.7	X
	39712	Foundations	356	990 163	94 837	9.6	1.8	X
	39713	Business and industry	489	1 187 433	86 104	7.3	1.6	X
	39714	Other, including labor unions, etc.	129	378 992	26 895	7.1	.5	X
	39720	Investment income, including interest and dividends	440	1 190 804	45 644	3.8	.9	X
	39900	All other revenue	401	658 657	126 288	19.2	2.4	58.9
	39908	All other revenue	401	658 657	126 288	19.2	2.4	X
71132		Promoters of performing arts, sports, and similar events without facilities	3 483	X	6 882 734	X	100.0	62.4
	30400	Membership dues	385	469 171	36 107	7.7	.5	X
	30500	Admissions, excluding admission taxes	2 338	6 119 176	2 154 062	35.2	31.3	X
	30510	Contract fees from providing entertainment	717	2 486 153	990 168	39.8	14.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	499	585 476	377 107	64.4	5.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	96	2 054 255	383 503	18.7	5.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	576	2 373 755	73 328	3.1	1.1	X
	30560	Amusement machines operated by this establishment	40	39 543	3 252	8.2	Z	X
	30570	Sales of programs	313	505 669	81 491	16.1	1.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	392	770 191	51 147	6.6	.7	X
	30590	Advertising, including endorsement fees	800	4 257 370	1 642 750	38.6	23.9	X
	39000	Merchandise sales	781	3 170 208	64 831	2.0	.9	61.6
	39015	Sales of other merchandise, not specified by type	781	3 170 208	64 831	2.0	.9	X
	39200	Sales of food and beverages	605	690 267	62 778	9.1	.9	60.5
	39201	Sales of food and nonalcoholic beverages	530	653 108	40 174	6.2	.6	X
	39202	Sales of alcoholic beverages	334	378 144	22 518	6.0	.3	X
	39500	All other receipts	855	4 395 843	393 496	9.0	5.7	48.6
	39509	All other operating receipts	855	4 395 843	393 496	9.0	5.7	X
	39700	Contributions, gifts, and grants: Government	605	1 986 749	77 200	3.9	1.1	61.9
	39701	National Endowment for the Arts	60	58 987	576	1.0	Z	X
	39702	All other federal, state, county, and municipal	602	1 967 338	76 624	3.9	1.1	X
	39710	Contributions, gifts, and grants: Private	833	2 244 128	408 533	18.2	5.9	61.7
	39711	Individuals	599	434 890	63 727	14.7	.9	X
	39712	Foundations	391	296 472	33 487	11.3	.5	X
	39713	Business and industry	596	2 077 120	296 432	14.3	4.3	X
	39714	Other, including labor unions, etc.	117	71 161	14 887	20.9	.2	X
	39720	Investment income, including interest and dividends	581	2 198 640	17 738	.8	.3	X
	39900	All other revenue	414	1 963 058	67 679	3.4	1.0	62.1
	39908	All other revenue	414	1 963 058	67 679	3.4	1.0	X
711320		Promoters of performing arts, sports, and similar events without facilities	3 483	X	6 882 734	X	100.0	62.4
	30400	Membership dues	385	469 171	36 107	7.7	.5	X
	30500	Admissions, excluding admission taxes	2 338	6 119 176	2 154 062	35.2	31.3	X
	30510	Contract fees from providing entertainment	717	2 486 153	990 168	39.8	14.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	499	585 476	377 107	64.4	5.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	96	2 054 255	383 503	18.7	5.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	576	2 373 755	73 328	3.1	1.1	X
	30560	Amusement machines operated by this establishment	40	39 543	3 252	8.2	Z	X
	30570	Sales of programs	313	505 669	81 491	16.1	1.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	392	770 191	51 147	6.6	.7	X
	30590	Advertising, including endorsement fees	800	4 257 370	1 642 750	38.6	23.9	X
	39000	Merchandise sales	781	3 170 208	64 831	2.0	.9	61.6
	39015	Sales of other merchandise, not specified by type	781	3 170 208	64 831	2.0	.9	X
	39200	Sales of food and beverages	605	690 267	62 778	9.1	.9	60.5
	39201	Sales of food and nonalcoholic beverages	530	653 108	40 174	6.2	.6	X
	39202	Sales of alcoholic beverages	334	378 144	22 518	6.0	.3	X
	39500	All other receipts	855	4 395 843	393 496	9.0	5.7	48.6
	39509	All other operating receipts	855	4 395 843	393 496	9.0	5.7	X
	39700	Contributions, gifts, and grants: Government	605	1 986 749	77 200	3.9	1.1	61.9
	39701	National Endowment for the Arts	60	58 987	576	1.0	Z	X
	39702	All other federal, state, county, and municipal	602	1 967 338	76 624	3.9	1.1	X
	39710	Contributions, gifts, and grants: Private	833	2 244 128	408 533	18.2	5.9	61.7
	39711	Individuals	599	434 890	63 727	14.7	.9	X
	39712	Foundations	391	296 472	33 487	11.3	.5	X
	39713	Business and industry	596	2 077 120	296 432	14.3	4.3	X
	39714	Other, including labor unions, etc.	117	71 161	14 887	20.9	.2	X
	39720	Investment income, including interest and dividends	581	2 198 640	17 738	.8	.3	X
	39900	All other revenue	414	1 963 058	67 679	3.4	1.0	62.1
	39908	All other revenue	414	1 963 058	67 679	3.4	1.0	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
7114		ALL ESTABLISHMENTS—Con.						
		Agents and managers for artists, athletes, entertainers and other public figures.....	3 295	X	3 653 786	X	100.0	52.4
	30400	Membership dues.....	18	44 028	73	.2	Z	X
	30500	Admissions, excluding admission taxes.....	33	501 592	85 243	17.0	2.3	X
	30510	Contract fees from providing entertainment.....	80	69 458	47 792	68.8	1.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	3 295	3 653 786	3 277 299	89.7	89.7	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works.....	73	122 511	16 369	13.4	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	29	190 764	11 948	6.3	.3	X
	30570	Sales of programs.....	15	250 321	256	.1	Z	X
	30590	Advertising, including endorsement fees.....	51	451 352	155 797	34.5	4.3	X
	39000	Merchandise sales.....	76	159 963	6 833	4.3	.2	49.9
	39015	Sales of other merchandise, not specified by type.....	76	159 963	6 833	4.3	.2	X
	39200	Sales of food and beverages.....	7	3 763	256	6.8	Z	50.1
	39201	Sales of food and nonalcoholic beverages.....	7	3 763	46	1.2	Z	X
	39202	Sales of alcoholic beverages.....	7	3 763	210	5.6	Z	X
	39500	All other receipts.....	240	544 853	43 772	8.0	1.2	52.4
	39509	All other operating receipts.....	240	544 853	43 772	8.0	1.2	X
71141		Agents and managers for artists, athletes, entertainers and other public figures.....	3 295	X	3 653 786	X	100.0	52.4
	30400	Membership dues.....	18	44 028	73	.2	Z	X
	30500	Admissions, excluding admission taxes.....	33	501 592	85 243	17.0	2.3	X
	30510	Contract fees from providing entertainment.....	80	69 458	47 792	68.8	1.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	3 295	3 653 786	3 277 299	89.7	89.7	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works.....	73	122 511	16 369	13.4	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	29	190 764	11 948	6.3	.3	X
	30570	Sales of programs.....	15	250 321	256	.1	Z	X
	30590	Advertising, including endorsement fees.....	51	451 352	155 797	34.5	4.3	X
	39000	Merchandise sales.....	76	159 963	6 833	4.3	.2	49.9
	39015	Sales of other merchandise, not specified by type.....	76	159 963	6 833	4.3	.2	X
	39200	Sales of food and beverages.....	7	3 763	256	6.8	Z	50.1
	39201	Sales of food and nonalcoholic beverages.....	7	3 763	46	1.2	Z	X
	39202	Sales of alcoholic beverages.....	7	3 763	210	5.6	Z	X
	39500	All other receipts.....	240	544 853	43 772	8.0	1.2	52.4
	39509	All other operating receipts.....	240	544 853	43 772	8.0	1.2	X
711410		Agents and managers for artists, athletes, entertainers and other public figures.....	3 295	X	3 653 786	X	100.0	52.4
	30400	Membership dues.....	18	44 028	73	.2	Z	X
	30500	Admissions, excluding admission taxes.....	33	501 592	85 243	17.0	2.3	X
	30510	Contract fees from providing entertainment.....	80	69 458	47 792	68.8	1.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	3 295	3 653 786	3 277 299	89.7	89.7	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works.....	73	122 511	16 369	13.4	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	29	190 764	11 948	6.3	.3	X
	30570	Sales of programs.....	15	250 321	256	.1	Z	X
	30590	Advertising, including endorsement fees.....	51	451 352	155 797	34.5	4.3	X
	39000	Merchandise sales.....	76	159 963	6 833	4.3	.2	49.9
	39015	Sales of other merchandise, not specified by type.....	76	159 963	6 833	4.3	.2	X
	39200	Sales of food and beverages.....	7	3 763	256	6.8	Z	50.1
	39201	Sales of food and nonalcoholic beverages.....	7	3 763	46	1.2	Z	X
	39202	Sales of alcoholic beverages.....	7	3 763	210	5.6	Z	X
	39500	All other receipts.....	240	544 853	43 772	8.0	1.2	52.4
	39509	All other operating receipts.....	240	544 853	43 772	8.0	1.2	X
7115		Independent artists, writers, and performers.....	15 868	X	9 276 164	X	100.0	45.0
	30400	Membership dues.....	101	49 720	1 577	3.2	Z	X
	30500	Admissions, excluding admission taxes.....	114	191 367	83 579	43.7	.9	X
	30510	Contract fees from providing entertainment.....	6 788	5 445 201	5 072 349	93.2	54.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	215	129 402	69 851	54.0	.8	X
	30530	Writing fees.....	6 266	2 329 152	1 794 585	77.0	19.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works.....	4 906	3 882 075	1 955 064	50.4	21.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	181	83 578	7 792	9.3	.1	X
	30560	Amusement machines operated by this establishment.....	30	1 948	278	14.3	Z	X
	30570	Sales of programs.....	30	18 738	12 894	68.8	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment.....	13	5 380	742	13.8	Z	X
	30590	Advertising, including endorsement fees.....	164	46 566	9 925	21.3	.1	X
	39000	Merchandise sales.....	556	275 317	55 380	20.1	.6	43.5
	39013	Sales of other merchandise, not specified by type.....	556	275 317	55 380	20.1	.6	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
7115		ALL ESTABLISHMENTS—Con.						
		Independent artists, writers, and performers—Con.						
	39200	Sales of food and beverages	84	68 829	22 727	33.0	.2	30.8
	39201	Sales of food and nonalcoholic beverages	84	68 829	11 620	16.9	.1	X
	39202	Sales of alcoholic beverages	47	35 666	11 107	31.1	.1	X
	39500	All other receipts	1 592	997 651	189 421	19.0	2.0	43.0
	39507	All other operating receipts	1 592	997 651	189 421	19.0	2.0	X
71151		Independent artists, writers, and performers	15 868	X	9 276 164	X	100.0	45.0
	30400	Membership dues	101	49 720	1 577	3.2	Z	X
	30500	Admissions, excluding admission taxes	114	191 367	83 579	43.7	.9	X
	30510	Contract fees from providing entertainment	6 788	5 445 201	5 072 349	93.2	54.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	215	129 402	69 851	54.0	.8	X
	30530	Writing fees	6 266	2 329 152	1 794 585	77.0	19.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 906	3 882 075	1 955 064	50.4	21.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	181	83 578	7 792	9.3	.1	X
	30560	Amusement machines operated by this establishment	30	1 948	278	14.3	Z	X
	30570	Sales of programs	30	18 738	12 894	68.8	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	13	5 380	742	13.8	Z	X
	30590	Advertising, including endorsement fees	164	46 566	9 925	21.3	.1	X
	39000	Merchandise sales	556	275 317	55 380	20.1	.6	43.5
	39013	Sales of other merchandise, not specified by type	556	275 317	55 380	20.1	.6	X
	39200	Sales of food and beverages	84	68 829	22 727	33.0	.2	30.8
	39201	Sales of food and nonalcoholic beverages	84	68 829	11 620	16.9	.1	X
	39202	Sales of alcoholic beverages	47	35 666	11 107	31.1	.1	X
	39500	All other receipts	1 592	997 651	189 421	19.0	2.0	43.0
	39507	All other operating receipts	1 592	997 651	189 421	19.0	2.0	X
711510		Independent artists, writers, and performers	15 868	X	9 276 164	X	100.0	45.0
	30400	Membership dues	101	49 720	1 577	3.2	Z	X
	30500	Admissions, excluding admission taxes	114	191 367	83 579	43.7	.9	X
	30510	Contract fees from providing entertainment	6 788	5 445 201	5 072 349	93.2	54.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	215	129 402	69 851	54.0	.8	X
	30530	Writing fees	6 266	2 329 152	1 794 585	77.0	19.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 906	3 882 075	1 955 064	50.4	21.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	181	83 578	7 792	9.3	.1	X
	30560	Amusement machines operated by this establishment	30	1 948	278	14.3	Z	X
	30570	Sales of programs	30	18 738	12 894	68.8	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	13	5 380	742	13.8	Z	X
	30590	Advertising, including endorsement fees	164	46 566	9 925	21.3	.1	X
	39000	Merchandise sales	556	275 317	55 380	20.1	.6	43.5
	39013	Sales of other merchandise, not specified by type	556	275 317	55 380	20.1	.6	X
	39200	Sales of food and beverages	84	68 829	22 727	33.0	.2	30.8
	39201	Sales of food and nonalcoholic beverages	84	68 829	11 620	16.9	.1	X
	39202	Sales of alcoholic beverages	47	35 666	11 107	31.1	.1	X
	39500	All other receipts	1 592	997 651	189 421	19.0	2.0	43.0
	39507	All other operating receipts	1 592	997 651	189 421	19.0	2.0	X
		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX						
711		Performing arts, spectator sports, and related industries	6 130	X	8 640 632	X	100.0	77.2
	30400	Membership dues	1 426	1 172 529	56 053	4.8	.6	X
	30500	Admissions, excluding admission taxes	4 744	7 924 463	2 988 297	37.7	34.6	X
	30510	Contract fees from providing entertainment	1 794	4 553 521	827 523	18.2	9.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	147	173 823	7 416	4.3	.1	X
	30530	Writing fees	8	8 959	287	3.2	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	304	3 382 034	387 503	11.5	4.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	1 821	5 247 513	225 654	4.3	2.6	X
	30560	Amusement machines operated by this establishment	30	53 447	1 404	2.6	Z	X
	30570	Sales of programs	462	914 849	19 017	2.1	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	593	1 122 819	71 674	6.4	.8	X
	30590	Advertising, including endorsement fees	2 099	3 779 783	58 126	1.5	.7	X
	39000	Merchandise sales	1 978	4 928 081	80 834	1.6	.9	X
	39200	Sales of food and beverages	1 848	2 865 532	119 692	4.2	1.4	X
	39500	All other receipts	2 625	6 149 484	449 021	7.3	5.2	X
	39700	Contributions, gifts, and grants: Government	4 127	7 200 983	435 368	6.0	5.0	X
	39710	Contributions, gifts, and grants: Private	5 337	8 065 108	2 436 941	30.2	28.2	X
	39720	Investment income, including interest and dividends	2 656	6 902 813	224 446	3.3	2.6	X
	39900	All other revenue	2 489	4 338 393	346 334	8.0	4.0	X

See footnotes at end of table.

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
7111		Performing arts companies	4 086	X	4 603 866	X	100.0	74.3
	30400	Membership dues	928	674 717	28 523	4.2	.6	X
	30500	Admissions, excluding admission taxes	3 318	4 356 143	1 840 746	42.3	40.0	X
	30510	Contract fees from providing entertainment	1 539	2 603 349	209 472	8.0	4.6	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	51	51 351	874	1.7	Z	X
	30530	Writing fees	8	8 959	287	3.2	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	249	1 634 578	28 477	1.7	.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	960	2 166 769	62 449	2.9	1.4	X
	30560	Amusement machines operated by this establishment	6	1 231	39	3.2	Z	X
	30570	Sales of programs	234	567 696	10 636	1.9	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	90	460 090	3 716	.8	.1	X
	30590	Advertising, including endorsement fees	1 456	1 412 614	28 565	2.0	.6	X
	39000	Merchandise sales	1 268	2 141 152	32 435	1.5	.7	74.0
	39013	Sales of other merchandise, not specified by type	1 268	2 141 152	32 435	1.5	.7	X
	39200	Sales of food and beverages	1 145	1 738 073	40 989	2.4	.9	71.2
	39201	Sales of food and nonalcoholic beverages	1 094	1 634 367	26 542	1.6	.6	X
	39202	Sales of alcoholic beverages	366	1 114 441	14 447	1.3	.3	X
	39500	All other receipts	1 765	3 096 823	184 682	6.0	4.0	73.5
	39507	All other operating receipts	1 765	3 096 823	184 682	6.0	4.0	X
	39700	Contributions, gifts, and grants: Government	2 926	4 027 577	208 468	5.2	4.5	72.7
	39701	National Endowment for the Arts	689	2 362 136	26 085	1.1	.6	X
	39702	All other federal, state, county, and municipal	2 892	3 899 146	182 383	4.7	4.0	X
	39710	Contributions, gifts, and grants: Private	3 800	4 465 354	1 679 754	37.6	36.5	71.0
	39711	Individuals	3 650	4 398 700	919 374	20.9	20.0	X
	39712	Foundations	2 927	4 245 113	365 409	8.6	7.9	X
	39713	Business and industry	2 680	4 040 630	262 371	6.5	5.7	X
	39714	Other, including labor unions, etc.	692	1 587 148	132 600	8.4	2.9	X
	39720	Investment income, including interest and dividends	1 635	3 513 369	161 064	4.6	3.5	X
	39900	All other revenue	1 674	1 716 678	152 367	8.9	3.3	72.9
	39907	All other revenue	1 674	1 716 678	152 367	8.9	3.3	X
71111		Theater companies and dinner theaters	2 054	X	2 505 661	X	100.0	75.9
	30400	Membership dues	420	529 845	13 261	2.5	.5	X
	30500	Admissions, excluding admission taxes	1 769	2 390 929	1 174 083	49.1	46.9	X
	30510	Contract fees from providing entertainment	544	919 795	62 589	6.8	2.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	21	20 619	425	2.1	Z	X
	30530	Writing fees	8	8 959	287	3.2	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	128	925 697	16 887	1.8	.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	740	1 487 709	46 904	3.2	1.9	X
	30570	Sales of programs	134	402 197	5 738	1.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	66	266 861	2 729	1.0	.1	X
	30590	Advertising, including endorsement fees	811	890 943	15 749	1.8	.6	X
	39000	Merchandise sales	547	963 601	10 170	1.1	.4	75.6
	39013	Sales of other merchandise, not specified by type	547	963 601	10 170	1.1	.4	X
	39200	Sales of food and beverages	959	1 319 992	31 202	2.4	1.2	73.9
	39201	Sales of food and nonalcoholic beverages	926	1 270 450	20 927	1.6	.8	X
	39202	Sales of alcoholic beverages	309	773 651	10 275	1.3	.4	X
	39500	All other receipts	950	1 658 277	99 624	6.0	4.0	75.2
	39507	All other operating receipts	950	1 658 277	99 624	6.0	4.0	X
	39700	Contributions, gifts, and grants: Government	1 459	2 119 886	112 855	5.3	4.5	74.8
	39701	National Endowment for the Arts	396	1 272 339	19 106	1.5	.8	X
	39702	All other federal, state, county, and municipal	1 442	2 082 834	93 749	4.5	3.7	X
	39710	Contributions, gifts, and grants: Private	1 915	2 411 227	796 798	33.0	31.8	74.9
	39711	Individuals	1 844	2 383 418	450 489	18.9	18.0	X
	39712	Foundations	1 436	2 289 147	174 727	7.6	7.0	X
	39713	Business and industry	1 306	2 151 990	127 810	5.9	5.1	X
	39714	Other, including labor unions, etc.	344	705 823	43 772	6.2	1.7	X
	39720	Investment income, including interest and dividends	808	1 970 849	62 953	3.2	2.5	X
	39900	All other revenue	760	827 284	68 235	8.2	2.7	75.0
	39907	All other revenue	760	827 284	68 235	8.2	2.7	X
711110		Theater companies and dinner theaters	2 054	X	2 505 661	X	100.0	75.9
	30400	Membership dues	420	529 845	13 261	2.5	.5	X
	30500	Admissions, excluding admission taxes	1 769	2 390 929	1 174 083	49.1	46.9	X
	30510	Contract fees from providing entertainment	544	919 795	62 589	6.8	2.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	21	20 619	425	2.1	Z	X
	30530	Writing fees	8	8 959	287	3.2	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	128	925 697	16 887	1.8	.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	740	1 487 709	46 904	3.2	1.9	X
	30570	Sales of programs	134	402 197	5 738	1.4	.2	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
711110		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Theater companies and dinner theaters—Con.						
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	66	266 861	2 729	1.0	.1	X
	30590	Advertising, including endorsement fees	811	890 943	15 749	1.8	.6	X
	39000	Merchandise sales	547	963 601	10 170	1.1	.4	75.6
	39013	Sales of other merchandise, not specified by type	547	963 601	10 170	1.1	.4	X
	39200	Sales of food and beverages	959	1 319 992	31 202	2.4	1.2	73.9
	39201	Sales of food and nonalcoholic beverages	926	1 270 450	20 927	1.6	.8	X
	39202	Sales of alcoholic beverages	309	773 651	10 275	1.3	.4	X
	39500	All other receipts	950	1 658 277	99 624	6.0	4.0	75.2
	39507	All other operating receipts	950	1 658 277	99 624	6.0	4.0	X
	39700	Contributions, gifts, and grants: Government	1 459	2 119 886	112 855	5.3	4.5	74.8
	39701	National Endowment for the Arts	396	1 272 339	19 106	1.5	.8	X
	39702	All other federal, state, county, and municipal	1 442	2 082 834	93 749	4.5	3.7	X
	39710	Contributions, gifts, and grants: Private	1 915	2 411 227	796 798	33.0	31.8	74.9
	39711	Individuals	1 844	2 383 418	450 489	18.9	18.0	X
	39712	Foundations	1 436	2 289 147	174 727	7.6	7.0	X
	39713	Business and industry	1 306	2 151 990	127 810	5.9	5.1	X
	39714	Other, including labor unions, etc.	344	705 823	43 772	6.2	1.7	X
	39720	Investment income, including interest and dividends	808	1 970 849	62 953	3.2	2.5	X
	39900	All other revenue	760	827 284	68 235	8.2	2.7	75.0
	39907	All other revenue	760	827 284	68 235	8.2	2.7	X
71112		Dance companies.....	439	X	412 879	X	100.0	70.3
	30400	Membership dues	68	36 300	1 028	2.8	.2	X
	30500	Admissions, excluding admission taxes	364	381 682	134 640	35.3	32.6	X
	30510	Contract fees from providing entertainment	260	240 213	36 717	15.3	8.9	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	14	9 785	227	2.3	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	18	81 944	392	5	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	100	240 704	3 666	1.5	.9	X
	30570	Sales of programs	32	21 494	2 197	10.2	.5	X
	30590	Advertising, including endorsement fees	118	73 005	1 160	1.6	.3	X
	39000	Merchandise sales	197	317 244	4 476	1.4	1.1	70.2
	39013	Sales of other merchandise, not specified by type	197	317 244	4 476	1.4	1.1	X
	39200	Sales of food and beverages	25	12 609	50	.4	Z	69.4
	39201	Sales of food and nonalcoholic beverages	25	12 609	50	.4	Z	X
	39500	All other receipts	226	327 475	31 709	9.7	7.7	70.3
	39507	All other operating receipts	226	327 475	31 709	9.7	7.7	X
	39700	Contributions, gifts, and grants: Government	358	392 693	22 915	5.8	5.6	67.2
	39701	National Endowment for the Arts	101	197 945	2 411	1.2	.6	X
	39702	All other federal, state, county, and municipal	351	389 002	20 504	5.3	5.0	X
	39710	Contributions, gifts, and grants: Private	419	411 409	161 758	39.3	39.2	67.0
	39711	Individuals	393	406 168	79 289	19.5	19.2	X
	39712	Foundations	362	402 806	45 242	11.2	11.0	X
	39713	Business and industry	305	385 009	24 492	6.4	5.9	X
	39714	Other, including labor unions, etc.	102	164 239	12 735	7.8	3.1	X
	39720	Investment income, including interest and dividends	136	249 833	3 852	1.5	.9	X
	39900	All other revenue	195	203 236	13 439	6.6	3.3	69.6
	39907	All other revenue	195	203 236	13 439	6.6	3.3	X
711120		Dance companies.....	439	X	412 879	X	100.0	70.3
	30400	Membership dues	68	36 300	1 028	2.8	.2	X
	30500	Admissions, excluding admission taxes	364	381 682	134 640	35.3	32.6	X
	30510	Contract fees from providing entertainment	260	240 213	36 717	15.3	8.9	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	14	9 785	227	2.3	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	18	81 944	392	5	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	100	240 704	3 666	1.5	.9	X
	30570	Sales of programs	32	21 494	2 197	10.2	.5	X
	30590	Advertising, including endorsement fees	118	73 005	1 160	1.6	.3	X
	39000	Merchandise sales	197	317 244	4 476	1.4	1.1	70.2
	39013	Sales of other merchandise, not specified by type	197	317 244	4 476	1.4	1.1	X
	39200	Sales of food and beverages	25	12 609	50	.4	Z	69.4
	39201	Sales of food and nonalcoholic beverages	25	12 609	50	.4	Z	X
	39500	All other receipts	226	327 475	31 709	9.7	7.7	70.3
	39507	All other operating receipts	226	327 475	31 709	9.7	7.7	X
	39700	Contributions, gifts, and grants: Government	358	392 693	22 915	5.8	5.6	67.2
	39701	National Endowment for the Arts	101	197 945	2 411	1.2	.6	X
	39702	All other federal, state, county, and municipal	351	389 002	20 504	5.3	5.0	X
	39710	Contributions, gifts, and grants: Private	419	411 409	161 758	39.3	39.2	67.0
	39711	Individuals	393	406 168	79 289	19.5	19.2	X
	39712	Foundations	362	402 806	45 242	11.2	11.0	X
	39713	Business and industry	305	385 009	24 492	6.4	5.9	X
	39714	Other, including labor unions, etc.	102	164 239	12 735	7.8	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.]

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
711120		Dance companies—Con.						
	39720	Investment income, including interest and dividends	136	249 833	3 852	1.5	.9	X
	39900	All other revenue	195	203 236	13 439	6.6	3.3	69.6
	39907	All other revenue	195	203 236	13 439	6.6	3.3	X
71113		Musical groups and artists	1 498	X	1 631 918	X	100.0	72.9
	30400	Membership dues	412	101 798	12 790	12.6	.8	X
	30500	Admissions, excluding admission taxes	1 127	1 539 141	509 865	33.1	31.2	X
	30510	Contract fees from providing entertainment	701	1 414 572	104 936	7.4	6.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	14	19 615	203	1.0	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	99	626 403	11 190	1.8	.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	101	423 785	11 083	2.6	.7	X
	30570	Sales of programs	53	115 334	2 303	2.0	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	20	192 028	962	.5	.1	X
	30590	Advertising, including endorsement fees	515	434 194	11 263	2.6	.7	X
	39000	Merchandise sales	492	818 046	16 622	2.0	1.0	72.7
	39013	Sales of other merchandise, not specified by type	492	818 046	16 622	2.0	1.0	X
	39200	Sales of food and beverages	137	371 618	7 562	2.0	.5	65.6
	39201	Sales of food and nonalcoholic beverages	121	322 279	3 646	1.1	.2	X
	39202	Sales of alcoholic beverages	51	332 881	3 916	1.2	.2	X
	39500	All other receipts	555	1 095 698	52 490	4.8	3.2	72.1
	39507	All other operating receipts	555	1 095 698	52 490	4.8	3.2	X
	39700	Contributions, gifts, and grants: Government	1 062	1 476 609	70 593	4.8	4.3	70.9
	39701	National Endowment for the Arts	185	889 698	4 475	.5	.3	X
	39702	All other federal, state, county, and municipal	1 052	1 388 921	66 118	4.8	4.1	X
	39710	Contributions, gifts, and grants: Private	1 401	1 595 381	707 062	44.3	43.3	66.2
	39711	Individuals	1 353	1 564 001	385 441	24.6	23.6	X
	39712	Foundations	1 085	1 515 538	140 250	9.3	8.6	X
	39713	Business and industry	1 028	1 459 931	106 258	7.3	6.5	X
	39714	Other, including labor unions, etc.	234	707 890	75 113	10.6	4.6	X
	39720	Investment income, including interest and dividends	666	1 255 409	94 024	7.5	5.8	X
	39900	All other revenue	697	674 347	68 115	10.1	4.2	70.9
	39907	All other revenue	697	674 347	68 115	10.1	4.2	X
711130		Musical groups and artists	1 498	X	1 631 918	X	100.0	72.9
	30400	Membership dues	412	101 798	12 790	12.6	.8	X
	30500	Admissions, excluding admission taxes	1 127	1 539 141	509 865	33.1	31.2	X
	30510	Contract fees from providing entertainment	701	1 414 572	104 936	7.4	6.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	14	19 615	203	1.0	Z	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	99	626 403	11 190	1.8	.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	101	423 785	11 083	2.6	.7	X
	30570	Sales of programs	53	115 334	2 303	2.0	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	20	192 028	962	.5	.1	X
	30590	Advertising, including endorsement fees	515	434 194	11 263	2.6	.7	X
	39000	Merchandise sales	492	818 046	16 622	2.0	1.0	72.7
	39013	Sales of other merchandise, not specified by type	492	818 046	16 622	2.0	1.0	X
	39200	Sales of food and beverages	137	371 618	7 562	2.0	.5	65.6
	39201	Sales of food and nonalcoholic beverages	121	322 279	3 646	1.1	.2	X
	39202	Sales of alcoholic beverages	51	332 881	3 916	1.2	.2	X
	39500	All other receipts	555	1 095 698	52 490	4.8	3.2	72.1
	39507	All other operating receipts	555	1 095 698	52 490	4.8	3.2	X
	39700	Contributions, gifts, and grants: Government	1 062	1 476 609	70 593	4.8	4.3	70.9
	39701	National Endowment for the Arts	185	889 698	4 475	.5	.3	X
	39702	All other federal, state, county, and municipal	1 052	1 388 921	66 118	4.8	4.1	X
	39710	Contributions, gifts, and grants: Private	1 401	1 595 381	707 062	44.3	43.3	66.2
	39711	Individuals	1 353	1 564 001	385 441	24.6	23.6	X
	39712	Foundations	1 085	1 515 538	140 250	9.3	8.6	X
	39713	Business and industry	1 028	1 459 931	106 258	7.3	6.5	X
	39714	Other, including labor unions, etc.	234	707 890	75 113	10.6	4.6	X
	39720	Investment income, including interest and dividends	666	1 255 409	94 024	7.5	5.8	X
	39900	All other revenue	697	674 347	68 115	10.1	4.2	70.9
	39907	All other revenue	697	674 347	68 115	10.1	4.2	X
71119		Other performing arts companies	95	X	53 408	X	100.0	69.9
	30400	Membership dues	28	6 774	1 444	21.3	2.7	X
	30500	Admissions, excluding admission taxes	58	44 391	22 158	49.9	41.5	X
	30510	Contract fees from providing entertainment	34	28 769	5 230	18.2	9.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	19	14 571	796	5.5	1.5	X
	30570	Sales of programs	15	28 671	398	1.4	.7	X
	30590	Advertising, including endorsement fees	12	14 472	393	2.7	.7	X
	39000	Merchandise sales	32	42 261	1 167	2.8	2.2	68.4
	39013	Sales of other merchandise, not specified by type	32	42 261	1 167	2.8	2.2	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
71119		Other performing arts companies—Con.						
	39200	Sales of food and beverages	24	33 854	2 175	6.4	4.1	69.9
	39201	Sales of food and nonalcoholic beverages	22	29 029	1 919	6.6	3.6	X
	39202	Sales of alcoholic beverages	6	7 909	256	3.2	.5	X
	39500	All other receipts	34	15 373	859	5.6	1.6	64.4
	39507	All other operating receipts	34	15 373	859	5.6	1.6	X
	39700	Contributions, gifts, and grants: Government	47	38 389	2 105	5.5	3.9	67.8
	39701	National Endowment for the Arts	7	2 154	93	4.3	.2	X
	39702	All other federal, state, county, and municipal	47	38 389	2 012	5.2	3.8	X
	39710	Contributions, gifts, and grants: Private	65	47 337	14 136	29.9	26.5	67.1
	39711	Individuals	60	45 113	4 155	9.2	7.8	X
	39712	Foundations	44	37 622	5 190	13.8	9.7	X
	39713	Business and industry	41	43 700	3 811	8.7	7.1	X
	39714	Other, including labor unions, etc.	12	9 196	980	10.7	1.8	X
	39720	Investment income, including interest and dividends	25	37 278	235	.6	.4	X
	39900	All other revenue	22	11 811	2 578	21.8	4.8	63.1
	39907	All other revenue	22	11 811	2 578	21.8	4.8	X
711190		Other performing arts companies	95	X	53 408	X	100.0	69.9
	30400	Membership dues	28	6 774	1 444	21.3	2.7	X
	30500	Admissions, excluding admission taxes	58	44 391	22 158	49.9	41.5	X
	30510	Contract fees from providing entertainment	34	28 769	5 230	18.2	9.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	19	14 571	796	5.5	1.5	X
	30570	Sales of programs	15	28 671	398	1.4	.7	X
	30590	Advertising, including endorsement fees	12	14 472	393	2.7	.7	X
	39000	Merchandise sales	32	42 261	1 167	2.8	2.2	68.4
	39013	Sales of other merchandise, not specified by type	32	42 261	1 167	2.8	2.2	X
	39200	Sales of food and beverages	24	33 854	2 175	6.4	4.1	69.9
	39201	Sales of food and nonalcoholic beverages	22	29 029	1 919	6.6	3.6	X
	39202	Sales of alcoholic beverages	6	7 909	256	3.2	.5	X
	39500	All other receipts	34	15 373	859	5.6	1.6	64.4
	39507	All other operating receipts	34	15 373	859	5.6	1.6	X
	39700	Contributions, gifts, and grants: Government	47	38 389	2 105	5.5	3.9	67.8
	39701	National Endowment for the Arts	7	2 154	93	4.3	.2	X
	39702	All other federal, state, county, and municipal	47	38 389	2 012	5.2	3.8	X
	39710	Contributions, gifts, and grants: Private	65	47 337	14 136	29.9	26.5	67.1
	39711	Individuals	60	45 113	4 155	9.2	7.8	X
	39712	Foundations	44	37 622	5 190	13.8	9.7	X
	39713	Business and industry	41	43 700	3 811	8.7	7.1	X
	39714	Other, including labor unions, etc.	12	9 196	980	10.7	1.8	X
	39720	Investment income, including interest and dividends	25	37 278	235	.6	.4	X
	39900	All other revenue	22	11 811	2 578	21.8	4.8	63.1
	39907	All other revenue	22	11 811	2 578	21.8	4.8	X
7113		Promoters of performing arts, sports, and similar events	2 044	X	4 036 766	X	100.0	80.5
	30400	Membership dues	498	497 812	27 530	5.5	.7	X
	30500	Admissions, excluding admission taxes	1 426	3 568 320	1 147 551	32.2	28.4	X
	30510	Contract fees from providing entertainment	255	1 950 172	618 051	31.7	15.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	96	122 472	6 542	5.3	.2	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works			359 026	20.5	8.9	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	861	3 080 744	163 205	5.3	4.0	X
	30560	Amusement machines operated by this establishment	24	52 216	1 365	2.6	.Z	X
	30570	Sales of programs	228	347 153	8 381	2.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	503	662 729	67 958	10.3	1.7	X
	30590	Advertising, including endorsement fees	643	2 367 169	29 561	1.2	.7	X
	39000	Merchandise sales	710	2 786 929	48 399	1.7	1.2	76.9
	39015	Sales of other merchandise, not specified by type	710	2 786 929	48 399	1.7	1.2	X
	39200	Sales of food and beverages	703	1 127 459	78 703	7.0	2.0	75.3
	39201	Sales of food and nonalcoholic beverages	584	969 082	45 620	4.7	1.1	X
	39202	Sales of alcoholic beverages	456	872 981	33 083	3.8	.8	X
	39500	All other receipts	860	3 052 661	264 339	8.7	6.5	77.7
	39509	All other operating receipts	860	3 052 661	264 339	8.7	6.5	X
	39700	Contributions, gifts, and grants: Government	1 201	3 173 406	226 900	7.2	5.6	76.4
	39701	National Endowment for the Arts	141	405 776	3 610	.9	.1	X
	39702	All other federal, state, county, and municipal	1 194	3 153 117	223 290	7.1	5.5	X
	39710	Contributions, gifts, and grants: Private	1 537	3 599 754	757 187	21.0	18.8	75.1
	39711	Individuals	1 153	1 602 694	204 545	12.8	5.1	X
	39712	Foundations	747	1 286 635	128 324	10.0	3.2	X
	39713	Business and industry	1 085	3 264 553	382 536	11.7	9.5	X
	39714	Other, including labor unions, etc.	246	450 153	41 782	9.3	1.0	X
	39720	Investment income, including interest and dividends	1 021	3 389 444	63 382	1.9	1.6	X
	39900	All other revenue	815	2 621 715	193 967	7.4	4.8	76.8
	39908	All other revenue	815	2 621 715	193 967	7.4	4.8	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
71131		Promoters of performing arts, sports, and similar events with facilities	901	X	1 576 639	X	100.0	87.9
	30400	Membership dues	210	258 884	12 203	4.7	.8	X
	30500	Admissions, excluding admission taxes	595	1 247 043	538 147	43.2	34.1	X
	30510	Contract fees from providing entertainment	95	186 974	17 233	9.2	1.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	55	78 706	4 746	6.0	.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	21	104 042	1 419	1.4	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	495	1 146 248	119 193	10.4	7.6	X
	30560	Amusement machines operated by this establishment	19	45 328	1 340	3.0	.1	X
	30570	Sales of programs	88	168 007	2 649	1.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	227	400 135	35 238	8.8	2.2	X
	30590	Advertising, including endorsement fees	260	466 622	15 120	3.2	1.0	X
	39000	Merchandise sales	293	743 228	18 951	2.6	1.2	76.3
	39015	Sales of other merchandise, not specified by type	293	743 228	18 951	2.6	1.2	X
	39200	Sales of food and beverages	391	876 895	59 785	6.8	3.8	82.1
	39201	Sales of food and nonalcoholic beverages	330	753 121	35 939	4.8	2.3	X
	39202	Sales of alcoholic beverages	249	656 917	23 846	3.6	1.5	X
	39500	All other receipts	407	977 027	103 174	10.6	6.5	79.9
	39509	All other operating receipts	407	977 027	103 174	10.6	6.5	X
	39700	Contributions, gifts, and grants: Government	596	1 186 657	149 700	12.6	9.5	78.2
	39701	National Endowment for the Arts	81	346 789	3 034	.9	.2	X
	39702	All other federal, state, county, and municipal	592	1 185 779	146 666	12.4	9.3	X
	39710	Contributions, gifts, and grants: Private	704	1 355 626	348 654	25.7	22.1	75.0
	39711	Individuals	554	1 167 804	140 818	12.1	8.9	X
	39712	Foundations	356	990 163	94 837	9.6	6.0	X
	39713	Business and industry	489	1 187 433	86 104	7.3	5.5	X
	39714	Other, including labor unions, etc.	129	378 992	26 895	7.1	1.7	X
	39720	Investment income, including interest and dividends	440	1 190 804	45 644	3.8	2.9	X
	39900	All other revenue	401	658 657	126 288	19.2	8.0	74.8
	39908	All other revenue	401	658 657	126 288	19.2	8.0	X
711310		Promoters of performing arts, sports, and similar events with facilities	901	X	1 576 639	X	100.0	87.9
	30400	Membership dues	210	258 884	12 203	4.7	.8	X
	30500	Admissions, excluding admission taxes	595	1 247 043	538 147	43.2	34.1	X
	30510	Contract fees from providing entertainment	95	186 974	17 233	9.2	1.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	55	78 706	4 746	6.0	.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	21	104 042	1 419	1.4	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	495	1 146 248	119 193	10.4	7.6	X
	30560	Amusement machines operated by this establishment	19	45 328	1 340	3.0	.1	X
	30570	Sales of programs	88	168 007	2 649	1.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	227	400 135	35 238	8.8	2.2	X
	30590	Advertising, including endorsement fees	260	466 622	15 120	3.2	1.0	X
	39000	Merchandise sales	293	743 228	18 951	2.6	1.2	76.3
	39015	Sales of other merchandise, not specified by type	293	743 228	18 951	2.6	1.2	X
	39200	Sales of food and beverages	391	876 895	59 785	6.8	3.8	82.1
	39201	Sales of food and nonalcoholic beverages	330	753 121	35 939	4.8	2.3	X
	39202	Sales of alcoholic beverages	249	656 917	23 846	3.6	1.5	X
	39500	All other receipts	407	977 027	103 174	10.6	6.5	79.9
	39509	All other operating receipts	407	977 027	103 174	10.6	6.5	X
	39700	Contributions, gifts, and grants: Government	596	1 186 657	149 700	12.6	9.5	78.2
	39701	National Endowment for the Arts	81	346 789	3 034	.9	.2	X
	39702	All other federal, state, county, and municipal	592	1 185 779	146 666	12.4	9.3	X
	39710	Contributions, gifts, and grants: Private	704	1 355 626	348 654	25.7	22.1	75.0
	39711	Individuals	554	1 167 804	140 818	12.1	8.9	X
	39712	Foundations	356	990 163	94 837	9.6	6.0	X
	39713	Business and industry	489	1 187 433	86 104	7.3	5.5	X
	39714	Other, including labor unions, etc.	129	378 992	26 895	7.1	1.7	X
	39720	Investment income, including interest and dividends	440	1 190 804	45 644	3.8	2.9	X
	39900	All other revenue	401	658 657	126 288	19.2	8.0	74.8
	39908	All other revenue	401	658 657	126 288	19.2	8.0	X
71132		Promoters of performing arts, sports, and similar events without facilities	1 143	X	2 460 127	X	100.0	75.7
	30400	Membership dues	288	238 928	15 327	6.4	.6	X
	30500	Admissions, excluding admission taxes	831	2 321 277	609 404	26.3	24.8	X
	30510	Contract fees from providing entertainment	160	1 763 198	600 818	34.1	24.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	41	43 766	1 796	4.1	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	34	1 643 414	357 607	21.8	14.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	366	1 934 496	44 012	2.3	1.8	X
	30570	Sales of programs	140	179 146	5 732	3.2	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	276	262 594	32 720	12.5	1.3	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71132		ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—Con.						
		Promoters of performing arts, sports, and similar events without facilities—Con.						
	30590	Advertising, including endorsement fees	383	1 900 547	14 441	.8	.6	X
	39000	Merchandise sales	417	2 043 701	29 448	1.4	1.2	75.2
	39015	Sales of other merchandise, not specified by type	417	2 043 701	29 448	1.4	1.2	X
	39200	Sales of food and beverages	312	250 564	18 918	7.6	.8	71.3
	39201	Sales of food and nonalcoholic beverages	254	215 961	9 681	4.5	.4	X
	39202	Sales of alcoholic beverages	207	216 064	9 237	4.3	.4	X
	39500	All other receipts	453	2 075 634	161 165	7.8	6.6	75.4
	39509	All other operating receipts	453	2 075 634	161 165	7.8	6.6	X
	39700	Contributions, gifts, and grants: Government	605	1 986 749	77 200	3.9	3.1	75.1
	39701	National Endowment for the Arts	60	58 987	576	1.0	Z	X
	39702	All other federal, state, county, and municipal	602	1 967 338	76 624	3.9	3.1	X
	39710	Contributions, gifts, and grants: Private	833	2 244 128	408 533	18.2	16.6	74.9
	39711	Individuals	599	434 890	63 727	14.7	2.6	X
	39712	Foundations	391	296 472	33 487	11.3	1.4	X
	39713	Business and industry	596	2 077 120	296 432	14.3	12.0	X
	39714	Other, including labor unions, etc.	117	71 161	14 887	20.9	.6	X
	39720	Investment income, including interest and dividends	581	2 198 640	17 738	.8	.7	X
	39900	All other revenue	414	1 963 058	67 679	3.4	2.8	75.4
	39908	All other revenue	414	1 963 058	67 679	3.4	2.8	X
711320		Promoters of performing arts, sports, and similar events without facilities	1 143	X	2 460 127	X	100.0	75.7
	30400	Membership dues	288	238 928	15 327	6.4	.6	X
	30500	Admissions, excluding admission taxes	831	2 321 277	609 404	26.3	24.8	X
	30510	Contract fees from providing entertainment	160	1 763 198	600 818	34.1	24.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	41	43 766	1 796	4.1	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	34	1 643 414	357 607	21.8	14.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	366	1 934 496	44 012	2.3	1.8	X
	30570	Sales of programs	140	179 146	5 732	3.2	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	276	262 594	32 720	12.5	1.3	X
	30590	Advertising, including endorsement fees	383	1 900 547	14 441	.8	.6	X
	39000	Merchandise sales	417	2 043 701	29 448	1.4	1.2	75.2
	39015	Sales of other merchandise, not specified by type	417	2 043 701	29 448	1.4	1.2	X
	39200	Sales of food and beverages	312	250 564	18 918	7.6	.8	71.3
	39201	Sales of food and nonalcoholic beverages	254	215 961	9 681	4.5	.4	X
	39202	Sales of alcoholic beverages	207	216 064	9 237	4.3	.4	X
	39500	All other receipts	453	2 075 634	161 165	7.8	6.6	75.4
	39509	All other operating receipts	453	2 075 634	161 165	7.8	6.6	X
	39700	Contributions, gifts, and grants: Government	605	1 986 749	77 200	3.9	3.1	75.1
	39701	National Endowment for the Arts	60	58 987	576	1.0	Z	X
	39702	All other federal, state, county, and municipal	602	1 967 338	76 624	3.9	3.1	X
	39710	Contributions, gifts, and grants: Private	833	2 244 128	408 533	18.2	16.6	74.9
	39711	Individuals	599	434 890	63 727	14.7	2.6	X
	39712	Foundations	391	296 472	33 487	11.3	1.4	X
	39713	Business and industry	596	2 077 120	296 432	14.3	12.0	X
	39714	Other, including labor unions, etc.	117	71 161	14 887	20.9	.6	X
	39720	Investment income, including interest and dividends	581	2 198 640	17 738	.8	.7	X
	39900	All other revenue	414	1 963 058	67 679	3.4	2.8	75.4
	39908	All other revenue	414	1 963 058	67 679	3.4	2.8	X
		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX						
711		Performing arts, spectator sports, and related industries	32 051	X	49 067 459	X	100.0	64.0
	30400	Membership dues	509	932 658	113 985	12.2	.2	X
	30500	Admissions, excluding admission taxes	5 633	27 965 873	11 585 156	41.4	23.6	X
	30510	Contract fees from providing entertainment	11 190	10 018 569	8 284 739	82.7	16.9	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	4 326	5 165 967	3 995 242	77.3	8.1	X
	30530	Writing fees	6 363	2 394 053	1 811 213	75.7	3.7	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	5 831	5 541 985	2 233 577	40.3	4.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	1 801	11 500 087	982 466	8.5	2.0	X
	30560	Amusement machines operated by this establishment	258	542 274	51 788	9.6	.1	X
	30570	Sales of programs	1 132	12 352 432	208 831	1.7	.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	765	10 340 588	479 077	4.6	1.0	X
	30590	Advertising, including endorsement fees	2 713	21 714 339	3 945 568	18.2	8.0	X
	30600	Sports teams share of admissions for games away from home	96	6 090 420	350 030	5.7	.7	X
	30610	Appearance fees	349	2 623 847	250 852	9.6	.5	X
	30620	Fees from providing instruction or training	1 188	1 259 832	293 694	23.3	.6	X
	30630	Racetrack's share of receipts from parimutuel betting	205	4 283 179	2 478 941	57.9	5.1	X
	30640	Gaming receipts	84	2 132 591	1 443 191	67.7	2.9	X
	30650	Purse (prize money)	1 640	2 270 112	856 563	37.7	1.7	X
	30660	Radio and television income	437	14 300 023	5 420 551	37.9	11.0	X
	39000	Merchandise sales	3 958	17 480 759	620 715	3.6	1.3	X

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
711		Performing arts, spectator sports, and related industries—Con.						
	39200	Sales of food and beverages	2 642	11 257 657	963 150	8.6	2.0	X
	39500	All other receipts	5 298	27 048 965	2 698 130	10.0	5.5	X
7111		Performing arts companies	5 267	X	6 093 329	X	100.0	61.7
	30400	Membership dues	207	390 807	77 429	19.8	1.3	X
	30500	Admissions, excluding admission taxes	1 681	3 069 000	2 574 678	83.9	42.3	X
	30510	Contract fees from providing entertainment	3 694	3 226 772	2 650 183	82.1	43.5	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .						
	30530	Writing fees	152	222 287	38 294	17.2	.6	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	97	64 901	16 628	25.6	.3	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	775	1 092 037	230 900	21.1	3.8	X
	30560	Amusement machines operated by this establishment	254	440 702	28 626	6.5	.5	X
	30570	Sales of programs	50	42 394	6 161	14.5	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	75	180 042	13 863	7.7	.2	X
	30590	Advertising, including endorsement fees	68	241 313	4 098	1.7	.1	X
	39000	Merchandise sales	274	538 990	32 992	6.1	.5	X
	39013	Sales of other merchandise, not specified by type	1 396	2 018 560	132 491	6.6	2.2	58.1
	39200	Sales of food and beverages	1 396	2 018 560	132 491	6.6	2.2	X
	39201	Sales of food and nonalcoholic beverages	707	1 053 757	153 469	14.6	2.5	61.1
	39202	Sales of alcoholic beverages	641	881 186	91 664	10.4	1.5	X
	39500	All other receipts	308	639 553	61 805	9.7	1.0	X
	39507	All other operating receipts	875	1 628 765	133 517	8.2	2.2	57.9
	39507	All other operating receipts	875	1 628 765	133 517	8.2	2.2	X
71111		Theater companies and dinner theaters	1 544	X	2 820 682	X	100.0	65.7
	30400	Membership dues	42	151 265	24 130	16.0	.9	X
	30500	Admissions, excluding admission taxes	956	2 002 366	1 719 236	85.9	61.0	X
	30510	Contract fees from providing entertainment	655	902 819	768 042	85.1	27.2	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .						
	30530	Writing fees	54	159 035	25 497	16.0	.9	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	30	22 159	986	4.5	Z	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	96	139 143	12 145	8.7	.4	X
	30560	Amusement machines operated by this establishment	162	275 982	14 173	5.1	.5	X
	30570	Sales of programs	12	7 112	117	1.6	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	24	82 446	8 599	10.4	.3	X
	30590	Advertising, including endorsement fees	29	196 825	2 283	1.2	.1	X
	39000	Merchandise sales	131	245 222	10 270	4.2	.4	X
	39013	Sales of other merchandise, not specified by type	369	931 813	53 589	5.8	1.9	59.7
	39200	Sales of food and beverages	369	931 813	53 589	5.8	1.9	X
	39201	Sales of food and nonalcoholic beverages	460	769 004	110 564	14.4	3.9	65.5
	39202	Sales of alcoholic beverages	406	604 085	66 766	11.1	2.4	X
	39500	All other receipts	248	503 892	43 798	8.7	1.6	X
	39507	All other operating receipts	331	801 071	71 051	8.9	2.5	59.4
	39507	All other operating receipts	331	801 071	71 051	8.9	2.5	X
71110		Theater companies and dinner theaters	1 544	X	2 820 682	X	100.0	65.7
	30400	Membership dues	42	151 265	24 130	16.0	.9	X
	30500	Admissions, excluding admission taxes	956	2 002 366	1 719 236	85.9	61.0	X
	30510	Contract fees from providing entertainment	655	902 819	768 042	85.1	27.2	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .						
	30530	Writing fees	54	159 035	25 497	16.0	.9	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	30	22 159	986	4.5	Z	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	96	139 143	12 145	8.7	.4	X
	30560	Amusement machines operated by this establishment	162	275 982	14 173	5.1	.5	X
	30570	Sales of programs	12	7 112	117	1.6	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	24	82 446	8 599	10.4	.3	X
	30590	Advertising, including endorsement fees	29	196 825	2 283	1.2	.1	X
	39000	Merchandise sales	131	245 222	10 270	4.2	.4	X
	39013	Sales of other merchandise, not specified by type	369	931 813	53 589	5.8	1.9	59.7
	39200	Sales of food and beverages	369	931 813	53 589	5.8	1.9	X
	39201	Sales of food and nonalcoholic beverages	460	769 004	110 564	14.4	3.9	65.5
	39202	Sales of alcoholic beverages	406	604 085	66 766	11.1	2.4	X
	39500	All other receipts	248	503 892	43 798	8.7	1.6	X
	39507	All other operating receipts	331	801 071	71 051	8.9	2.5	59.4
	39507	All other operating receipts	331	801 071	71 051	8.9	2.5	X
71112		Dance companies	147	X	120 387	X	100.0	32.4
	30400	Membership dues	10	9 861	9 553	96.9	7.9	X
	30500	Admissions, excluding admission taxes	98	92 384	34 574	37.4	28.7	X
	30510	Contract fees from providing entertainment	54	86 564	57 749	66.7	48.0	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works						
			15	27 226	823	3.0	.7	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
71112		Dance companies—Con.						
	30590	Advertising, including endorsement fees	15	27 642	632	2.3	.5	X
	39000	Merchandise sales	44	49 947	1 006	2.0	.8	27.9
	39013	Sales of other merchandise, not specified by type	44	49 947	1 006	2.0	.8	X
	39200	Sales of food and beverages	29	13 671	3 603	26.4	3.0	30.0
	39201	Sales of food and nonalcoholic beverages	23	11 600	2 053	17.7	1.7	X
	39202	Sales of alcoholic beverages	6	2 071	1 550	74.8	1.3	X
	39500	All other receipts	29	19 473	4 841	24.9	4.0	29.2
	39507	All other operating receipts	29	19 473	4 841	24.9	4.0	X
711120		Dance companies.....	147	X	120 387	X	100.0	32.4
	30400	Membership dues	10	9 861	9 553	96.9	7.9	X
	30500	Admissions, excluding admission taxes	98	92 384	34 574	37.4	28.7	X
	30510	Contract fees from providing entertainment	54	86 564	57 749	66.7	48.0	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works						
			15	27 226	823	3.0	.7	X
	30590	Advertising, including endorsement fees	15	27 642	632	2.3	.5	X
	39000	Merchandise sales	44	49 947	1 006	2.0	.8	27.9
	39013	Sales of other merchandise, not specified by type	44	49 947	1 006	2.0	.8	X
	39200	Sales of food and beverages	29	13 671	3 603	26.4	3.0	30.0
	39201	Sales of food and nonalcoholic beverages	23	11 600	2 053	17.7	1.7	X
	39202	Sales of alcoholic beverages	6	2 071	1 550	74.8	1.3	X
	39500	All other receipts	29	19 473	4 841	24.9	4.0	29.2
	39507	All other operating receipts	29	19 473	4 841	24.9	4.0	X
71113		Musical groups and artists	3 084	X	2 374 210	X	100.0	58.1
	30400	Membership dues	128	196 874	30 469	15.5	1.3	X
	30500	Admissions, excluding admission taxes	430	397 947	292 023	73.4	12.3	X
	30510	Contract fees from providing entertainment	2 701	2 030 786	1 643 989	81.0	69.2	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	74	54 570	9 970	18.3	.4	X
	30530	Writing fees	62	35 442	10 203	28.8	.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works						
			621	842 359	216 790	25.7	9.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	52	127 407	10 040	7.9	.4	X
	30560	Amusement machines operated by this establishment	6	12 087	1 256	10.4	.1	X
	30570	Sales of programs	20	20 359	3 788	18.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	27	27 959	1 255	4.5	.1	X
	30590	Advertising, including endorsement fees	89	173 563	20 057	11.6	.8	X
	39000	Merchandise sales	887	864 378	65 477	7.6	2.8	56.9
	39013	Sales of other merchandise, not specified by type	887	864 378	65 477	7.6	2.8	X
	39200	Sales of food and beverages	93	117 554	20 682	17.6	.9	53.8
	39201	Sales of food and nonalcoholic beverages	87	111 973	8 994	8.0	.4	X
	39202	Sales of alcoholic beverages	27	58 020	11 688	20.1	.5	X
	39500	All other receipts	454	669 644	48 211	7.2	2.0	57.3
	39507	All other operating receipts	454	669 644	48 211	7.2	2.0	X
711130		Musical groups and artists	3 084	X	2 374 210	X	100.0	58.1
	30400	Membership dues	128	196 874	30 469	15.5	1.3	X
	30500	Admissions, excluding admission taxes	430	397 947	292 023	73.4	12.3	X
	30510	Contract fees from providing entertainment	2 701	2 030 786	1 643 989	81.0	69.2	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	74	54 570	9 970	18.3	.4	X
	30530	Writing fees	62	35 442	10 203	28.8	.4	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works						
			621	842 359	216 790	25.7	9.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	52	127 407	10 040	7.9	.4	X
	30560	Amusement machines operated by this establishment	6	12 087	1 256	10.4	.1	X
	30570	Sales of programs	20	20 359	3 788	18.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	27	27 959	1 255	4.5	.1	X
	30590	Advertising, including endorsement fees	89	173 563	20 057	11.6	.8	X
	39000	Merchandise sales	887	864 378	65 477	7.6	2.8	56.9
	39013	Sales of other merchandise, not specified by type	887	864 378	65 477	7.6	2.8	X
	39200	Sales of food and beverages	93	117 554	20 682	17.6	.9	53.8
	39201	Sales of food and nonalcoholic beverages	87	111 973	8 994	8.0	.4	X
	39202	Sales of alcoholic beverages	27	58 020	11 688	20.1	.5	X
	39500	All other receipts	454	669 644	48 211	7.2	2.0	57.3
	39507	All other operating receipts	454	669 644	48 211	7.2	2.0	X
71119		Other performing arts companies	492	X	778 050	X	100.0	63.1
	30400	Membership dues	27	32 807	13 277	40.5	1.7	X
	30500	Admissions, excluding admission taxes	197	576 303	528 845	91.8	68.0	X
	30510	Contract fees from providing entertainment	284	206 603	180 403	87.3	23.2	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	19	6 198	729	11.8	.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]

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
71119		Other performing arts companies—Con.						
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	43	83 309	1 142	1.4	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	40	37 313	4 413	11.8	.6	X
	30560	Amusement machines operated by this establishment	27	20 135	4 735	23.5	.6	X
	30570	Sales of programs	26	75 170	1 460	1.9	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	12	16 529	560	3.4	.1	X
	30590	Advertising, including endorsement fees	39	92 563	2 033	2.2	.3	X
	39000	Merchandise sales	96	172 422	12 419	7.2	1.6	60.0
	39013	Sales of other merchandise, not specified by type	96	172 422	12 419	7.2	1.6	X
	39200	Sales of food and beverages	125	153 528	18 620	12.1	2.4	62.9
	39201	Sales of food and nonalcoholic beverages	125	153 528	13 851	9.0	1.8	X
	39202	Sales of alcoholic beverages	27	75 570	4 769	6.3	.6	X
	39500	All other receipts	61	138 577	9 414	6.8	1.2	58.7
	39507	All other operating receipts	61	138 577	9 414	6.8	1.2	X
711190		Other performing arts companies	492	X	778 050	X	100.0	63.1
	30400	Membership dues	27	32 807	13 277	40.5	1.7	X
	30500	Admissions, excluding admission taxes	197	576 303	528 845	91.8	68.0	X
	30510	Contract fees from providing entertainment	284	206 603	180 403	87.3	23.2	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	19	6 198	729	11.8	.1	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	43	83 309	1 142	1.4	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	40	37 313	4 413	11.8	.6	X
	30560	Amusement machines operated by this establishment	27	20 135	4 735	23.5	.6	X
	30570	Sales of programs	26	75 170	1 460	1.9	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	12	16 529	560	3.4	.1	X
	30590	Advertising, including endorsement fees	39	92 563	2 033	2.2	.3	X
	39000	Merchandise sales	96	172 422	12 419	7.2	1.6	60.0
	39013	Sales of other merchandise, not specified by type	96	172 422	12 419	7.2	1.6	X
	39200	Sales of food and beverages	125	153 528	18 620	12.1	2.4	62.9
	39201	Sales of food and nonalcoholic beverages	125	153 528	13 851	9.0	1.8	X
	39202	Sales of alcoholic beverages	27	75 570	4 769	6.3	.6	X
	39500	All other receipts	61	138 577	9 414	6.8	1.2	58.7
	39507	All other operating receipts	61	138 577	9 414	6.8	1.2	X
7112		Spectator sports	4 314	X	21 933 413	X	100.0	76.8
	30500	Admissions, excluding admission taxes	1 616	17 917 909	5 781 808	32.3	26.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	161	567 000	217 521	38.4	1.0	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	595	7 737 517	264 084	3.4	1.2	X
	30560	Amusement machines operated by this establishment	79	393 786	7 677	2.0	Z	X
	30570	Sales of programs	742	11 294 332	97 207	.9	.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	358	8 219 836	345 793	4.2	1.6	X
	30590	Advertising, including endorsement fees	1 458	15 995 112	1 762 531	11.0	8.0	X
	30600	Sports teams share of admissions for games away from home	96	6 090 420	350 030	5.7	1.6	X
	30610	Appearance fees	349	2 623 847	250 852	9.6	1.1	X
	30620	Fees from providing instruction or training	1 188	1 259 832	293 694	23.3	1.3	X
	30630	Racetrack's share of receipts from parimutuel betting	205	4 283 179	2 478 941	57.9	11.3	X
	30640	Gaming receipts	84	2 132 591	1 443 191	67.7	6.6	76.8
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	38	1 419 227	1 040 938	73.3	4.7	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	56	1 575 190	402 235	25.5	1.8	X
	30650	Purse (prize money)	1 640	2 270 112	856 563	37.7	3.9	X
	30660	Radio and television income	437	14 300 023	5 420 551	37.9	24.7	X
	39000	Merchandise sales	1 139	11 668 411	274 489	2.4	1.3	76.2
	39014	Sales of other merchandise, not specified by type	1 139	11 668 411	274 489	2.4	1.3	X
	39200	Sales of food and beverages	1 038	7 764 099	382 066	4.9	1.7	63.2
	39201	Sales of food and nonalcoholic beverages	1 026	7 682 974	293 718	3.8	1.3	X
	39202	Sales of alcoholic beverages	492	4 908 811	88 348	1.8	.4	X
	39500	All other receipts	1 739	18 819 397	1 706 415	9.1	7.8	75.9
	39508	All other operating receipts	1 739	18 819 397	1 706 415	9.1	7.8	X
71121		Spectator sports	4 314	X	21 933 413	X	100.0	76.8
	30500	Admissions, excluding admission taxes	1 616	17 917 909	5 781 808	32.3	26.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	161	567 000	217 521	38.4	1.0	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	595	7 737 517	264 084	3.4	1.2	X
	30560	Amusement machines operated by this establishment	79	393 786	7 677	2.0	Z	X
	30570	Sales of programs	742	11 294 332	97 207	.9	.4	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	358	8 219 836	345 793	4.2	1.6	X
	30590	Advertising, including endorsement fees	1 458	15 995 112	1 762 531	11.0	8.0	X
	30600	Sports teams share of admissions for games away from home	96	6 090 420	350 030	5.7	1.6	X
	30610	Appearance fees	349	2 623 847	250 852	9.6	1.1	X
	30620	Fees from providing instruction or training	1 188	1 259 832	293 694	23.3	1.3	X

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Spectator sports—Con.						
71121		Racetrack's share of receipts from parimutuel betting	205	4 283 179	2 478 941	57.9	11.3	X
	30630	Gaming receipts	84	2 132 591	1 443 191	67.7	6.6	76.8
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	38	1 419 227	1 040 938	73.3	4.7	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	56	1 575 190	402 235	25.5	1.8	X
	30650	Purse (prize money)	1 640	2 270 112	856 563	37.7	3.9	X
	30660	Radio and television income	437	14 300 023	5 420 551	37.9	24.7	X
	39000	Merchandise sales	1 139	11 668 411	274 489	2.4	1.3	76.2
	39014	Sales of other merchandise, not specified by type	1 139	11 668 411	274 489	2.4	1.3	X
	39200	Sales of food and beverages	1 038	7 764 099	382 066	4.9	1.7	63.2
	39201	Sales of food and nonalcoholic beverages	1 026	7 682 974	293 718	3.8	1.3	X
	39202	Sales of alcoholic beverages	492	4 908 811	88 348	1.8	.4	X
	39500	All other receipts	1 739	18 819 397	1 706 415	9.1	7.8	75.9
	39508	All other operating receipts	1 739	18 819 397	1 706 415	9.1	7.8	X
711211		Sports teams and clubs	819	X	12 986 762	X	100.0	77.7
	30500	Admissions, excluding admission taxes	754	12 859 998	4 683 102	36.4	36.1	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	14	6 532	140	2.1	Z	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	168	4 583 267	144 715	3.2	1.1	X
	30560	Amusement machines operated by this establishment	45	207 618	509	.2	Z	X
	30570	Sales of programs	381	6 423 742	28 636	.4	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	214	7 056 951	334 118	4.7	2.6	X
	30590	Advertising, including endorsement fees	604	11 824 563	995 189	8.4	7.7	X
	30600	Sports teams share of admissions for games away from home	96	6 090 420	350 030	5.7	2.7	X
	30610	Appearance fees	43	1 074 111	823	.1	Z	X
	30620	Fees from providing instruction or training	123	782 706	9 029	1.2	.1	X
	30640	Gaming receipts	11	123 776	2 239	1.8	Z	77.6
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	9	123 578	2 185	1.8	Z	X
	30660	Radio and television income	314	12 448 596	5 066 169	40.7	39.0	X
	39000	Merchandise sales	583	8 069 252	183 123	2.3	1.4	76.9
	39014	Sales of other merchandise, not specified by type	583	8 069 252	183 123	2.3	1.4	X
	39200	Sales of food and beverages	360	3 273 687	137 991	4.2	1.1	59.7
	39201	Sales of food and nonalcoholic beverages	353	3 272 542	112 841	3.4	.9	X
	39202	Sales of alcoholic beverages	166	1 760 496	25 150	1.4	.2	X
	39500	All other receipts	530	11 988 811	1 050 949	8.8	8.1	76.6
	39508	All other operating receipts	530	11 988 811	1 050 949	8.8	8.1	X
711212		Racetracks	792	X	6 233 953	X	100.0	83.1
	30500	Admissions, excluding admission taxes	707	5 029 171	1 079 625	21.5	17.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	24	282 769	13 102	4.6	.2	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	353	3 105 248	106 030	3.4	1.7	X
	30560	Amusement machines operated by this establishment	20	185 863	6 928	3.7	.1	X
	30570	Sales of programs	334	4 844 715	67 929	1.4	1.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	121	1 135 973	10 957	1.0	.2	X
	30590	Advertising, including endorsement fees	387	3 204 018	158 551	4.9	2.5	X
	30610	Appearance fees	43	872 620	6 552	.8	.1	X
	30620	Fees from providing instruction or training	33	41 239	3 413	8.3	.1	X
	30630	Racetrack's share of receipts from parimutuel betting	205	4 283 179	2 478 941	57.9	39.8	X
	30640	Gaming receipts	57	2 002 734	1 434 871	71.6	23.0	83.0
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	20	1 292 530	1 035 634	80.1	16.6	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	47	1 572 030	399 219	25.4	6.4	X
	30660	Radio and television income	65	1 694 219	330 168	19.5	5.3	X
	39000	Merchandise sales	376	3 229 205	58 206	1.8	.9	83.0
	39014	Sales of other merchandise, not specified by type	376	3 229 205	58 206	1.8	.9	X
	39200	Sales of food and beverages	588	4 403 296	238 477	5.4	3.8	71.1
	39201	Sales of food and nonalcoholic beverages	583	4 323 316	176 076	4.1	2.8	X
	39202	Sales of alcoholic beverages	287	3 096 525	62 401	2.0	1.0	X
	39500	All other receipts	429	5 674 817	240 203	4.2	3.9	82.6
	39508	All other operating receipts	429	5 674 817	240 203	4.2	3.9	X
711219		Other spectator sports	2 703	X	2 712 698	X	100.0	58.3
	30500	Admissions, excluding admission taxes	155	28 740	19 081	66.4	.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	123	277 699	204 279	73.6	7.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	74	49 002	13 339	27.2	.5	X
	30560	Amusement machines operated by this establishment	14	305	640	78.7	Z	X
	30570	Sales of programs	27	25 875	242	2.5	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	23	26 912	718	2.7	Z	X
	30590	Advertising, including endorsement fees	467	966 531	608 791	63.0	22.4	X
	30610	Appearance fees	263	677 116	243 477	36.0	9.0	X
	30620	Fees from providing instruction or training	1 032	435 887	281 252	64.5	10.4	X

See footnotes at end of table.

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			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Other spectator sports—Con.						
711219	30640	Gaming receipts	16	6 081	6 081	100.0	.2	58.3
	30641	Gaming tables, slot machines, and other gaming activities or devices operated by this establishment	9	3 119	3 119	100.0	.1	X
	30642	This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others ..	7	2 962	2 962	100.0	.1	X
	30650	Purse (prize money)	1 640	2 270 112	856 563	37.7	31.6	X
	30660	Radio and television income	58	157 208	24 214	15.4	.9	X
	39000	Merchandise sales	180	369 954	33 160	9.0	1.2	55.8
	39014	Sales of other merchandise, not specified by type	180	369 954	33 160	9.0	1.2	X
	39200	Sales of food and beverages	90	87 116	5 598	6.4	.2	55.7
	39201	Sales of food and nonalcoholic beverages	90	87 116	4 801	5.5	.2	X
	39202	Sales of alcoholic beverages	39	51 790	797	1.5	Z	X
	39500	All other receipts	780	1 155 769	415 263	35.9	15.3	57.2
	39508	All other operating receipts	780	1 155 769	415 263	35.9	15.3	X
7113		Promoters of performing arts, sports, and similar events	3 307	X	8 110 767	X	100.0	57.9
	30400	Membership dues	183	448 103	34 906	7.8	.4	X
	30500	Admissions, excluding admission taxes	2 189	6 286 005	3 059 848	48.7	37.7	X
	30510	Contract fees from providing entertainment	628	1 277 138	514 415	40.3	6.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	503	593 492	392 277	66.1	4.8	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	77	445 362	31 244	7.0	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	742	3 047 526	670 016	22.0	8.3	X
	30560	Amusement machines operated by this establishment	95	93 952	29 524	31.4	.4	X
	30570	Sales of programs	270	608 999	84 611	13.9	1.0	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	322	1 873 913	128 444	6.9	1.6	X
	30590	Advertising, including endorsement fees	766	4 682 319	1 984 323	42.4	24.5	X
	39000	Merchandise sales	791	3 358 508	151 522	4.5	1.9	50.9
	39015	Sales of other merchandise, not specified by type	791	3 358 508	151 522	4.5	1.9	X
	39200	Sales of food and beverages	806	2 367 209	404 632	17.1	5.0	51.2
	39201	Sales of food and nonalcoholic beverages	760	2 279 361	268 415	11.8	3.3	X
	39202	Sales of alcoholic beverages	402	1 792 249	136 131	7.6	1.7	X
	39500	All other receipts	852	5 058 299	625 005	12.4	7.7	38.8
	39509	All other operating receipts	852	5 058 299	625 005	12.4	7.7	X
71131		Promoters of performing arts, sports, and similar events with facilities	967	X	3 688 160	X	100.0	61.2
	30400	Membership dues	86	217 860	14 126	6.5	.4	X
	30500	Admissions, excluding admission taxes	682	2 488 106	1 515 190	60.9	41.1	X
	30510	Contract fees from providing entertainment	71	554 183	125 065	22.6	3.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	45	51 782	16 966	32.8	.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	15	34 521	5 348	15.5	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	532	2 608 267	640 700	24.6	17.4	X
	30560	Amusement machines operated by this establishment	60	61 297	26 297	42.9	.7	X
	30570	Sales of programs	97	282 476	8 852	3.1	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	206	1 366 316	110 017	8.1	3.0	X
	30590	Advertising, including endorsement fees	349	2 325 496	356 014	15.3	9.7	X
	39000	Merchandise sales	427	2 232 001	116 139	5.2	3.1	51.4
	39015	Sales of other merchandise, not specified by type	427	2 232 001	116 139	5.2	3.1	X
	39200	Sales of food and beverages	513	1 927 506	360 772	18.7	9.8	52.8
	39201	Sales of food and nonalcoholic beverages	484	1 842 214	237 922	12.9	6.5	X
	39202	Sales of alcoholic beverages	275	1 630 169	122 850	7.5	3.3	X
	39500	All other receipts	450	2 738 090	392 674	14.3	10.6	48.4
	39509	All other operating receipts	450	2 738 090	392 674	14.3	10.6	X
711310		Promoters of performing arts, sports, and similar events with facilities	967	X	3 688 160	X	100.0	61.2
	30400	Membership dues	86	217 860	14 126	6.5	.4	X
	30500	Admissions, excluding admission taxes	682	2 488 106	1 515 190	60.9	41.1	X
	30510	Contract fees from providing entertainment	71	554 183	125 065	22.6	3.4	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	45	51 782	16 966	32.8	.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	15	34 521	5 348	15.5	.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	532	2 608 267	640 700	24.6	17.4	X
	30560	Amusement machines operated by this establishment	60	61 297	26 297	42.9	.7	X
	30570	Sales of programs	97	282 476	8 852	3.1	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	206	1 366 316	110 017	8.1	3.0	X
	30590	Advertising, including endorsement fees	349	2 325 496	356 014	15.3	9.7	X
	39000	Merchandise sales	427	2 232 001	116 139	5.2	3.1	51.4
	39015	Sales of other merchandise, not specified by type	427	2 232 001	116 139	5.2	3.1	X
	39200	Sales of food and beverages	513	1 927 506	360 772	18.7	9.8	52.8
	39201	Sales of food and nonalcoholic beverages	484	1 842 214	237 922	12.9	6.5	X
	39202	Sales of alcoholic beverages	275	1 630 169	122 850	7.5	3.3	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
711310		Promoters of performing arts, sports, and similar events with facilities—Con.						
	39500	All other receipts	450	2 738 090	392 674	14.3	10.6	48.4
	39509	All other operating receipts	450	2 738 090	392 674	14.3	10.6	X
71132		Promoters of performing arts, sports, and similar events without facilities	2 340	X	4 422 607	X	100.0	55.0
	30400	Membership dues	97	230 243	20 780	9.0	.5	X
	30500	Admissions, excluding admission taxes	1 507	3 797 899	1 544 658	40.7	34.9	X
	30510	Contract fees from providing entertainment	557	722 955	389 350	53.9	8.8	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	458	541 710	375 311	69.3	8.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	62	410 841	25 896	6.3	.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	210	439 259	29 316	6.7	.7	X
	30560	Amusement machines operated by this establishment	35	32 655	3 227	9.9	.1	X
	30570	Sales of programs	173	326 523	75 759	23.2	1.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	116	507 597	18 427	3.6	.4	X
	30590	Advertising, including endorsement fees	417	2 356 823	1 628 309	69.1	36.8	X
	39000	Merchandise sales	364	1 126 507	35 383	3.1	.8	53.2
	39015	Sales of other merchandise, not specified by type	364	1 126 507	35 383	3.1	.8	X
	39200	Sales of food and beverages	293	439 703	43 860	10.0	1.0	54.5
	39201	Sales of food and nonalcoholic beverages	276	437 147	30 493	7.0	.7	X
	39202	Sales of alcoholic beverages	127	162 080	13 281	8.2	.3	X
	39500	All other receipts	402	2 320 209	232 331	10.0	5.3	28.1
	39509	All other operating receipts	402	2 320 209	232 331	10.0	5.3	X
711320		Promoters of performing arts, sports, and similar events without facilities	2 340	X	4 422 607	X	100.0	55.0
	30400	Membership dues	97	230 243	20 780	9.0	.5	X
	30500	Admissions, excluding admission taxes	1 507	3 797 899	1 544 658	40.7	34.9	X
	30510	Contract fees from providing entertainment	557	722 955	389 350	53.9	8.8	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	458	541 710	375 311	69.3	8.5	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	62	410 841	25 896	6.3	.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	210	439 259	29 316	6.7	.7	X
	30560	Amusement machines operated by this establishment	35	32 655	3 227	9.9	.1	X
	30570	Sales of programs	173	326 523	75 759	23.2	1.7	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	116	507 597	18 427	3.6	.4	X
	30590	Advertising, including endorsement fees	417	2 356 823	1 628 309	69.1	36.8	X
	39000	Merchandise sales	364	1 126 507	35 383	3.1	.8	53.2
	39015	Sales of other merchandise, not specified by type	364	1 126 507	35 383	3.1	.8	X
	39200	Sales of food and beverages	293	439 703	43 860	10.0	1.0	54.5
	39201	Sales of food and nonalcoholic beverages	276	437 147	30 493	7.0	.7	X
	39202	Sales of alcoholic beverages	127	162 080	13 281	8.2	.3	X
	39500	All other receipts	402	2 320 209	232 331	10.0	5.3	28.1
	39509	All other operating receipts	402	2 320 209	232 331	10.0	5.3	X
7114		Agents and managers for artists, athletes, entertainers and other public figures	3 295	X	3 653 786	X	100.0	52.4
	30400	Membership dues	18	44 028	73	.2	Z	X
	30500	Admissions, excluding admission taxes	33	501 592	85 243	17.0	2.3	X
	30510	Contract fees from providing entertainment	80	69 458	47 792	68.8	1.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	3 295	3 653 786	3 277 299	89.7	89.7	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	73	122 511	16 369	13.4	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	29	190 764	11 948	6.3	.3	X
	30570	Sales of programs	15	250 321	256	.1	Z	X
	30590	Advertising, including endorsement fees	51	451 352	155 797	34.5	4.3	X
	39000	Merchandise sales	76	159 963	6 833	4.3	.2	49.9
	39015	Sales of other merchandise, not specified by type	76	159 963	6 833	4.3	.2	X
	39200	Sales of food and beverages	7	3 763	256	6.8	Z	50.1
	39201	Sales of food and nonalcoholic beverages	7	3 763	46	1.2	Z	X
	39202	Sales of alcoholic beverages	7	3 763	210	5.6	Z	X
	39500	All other receipts	240	544 853	43 772	8.0	1.2	52.4
	39509	All other operating receipts	240	544 853	43 772	8.0	1.2	X
71141		Agents and managers for artists, athletes, entertainers and other public figures	3 295	X	3 653 786	X	100.0	52.4
	30400	Membership dues	18	44 028	73	.2	Z	X
	30500	Admissions, excluding admission taxes	33	501 592	85 243	17.0	2.3	X
	30510	Contract fees from providing entertainment	80	69 458	47 792	68.8	1.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	3 295	3 653 786	3 277 299	89.7	89.7	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	73	122 511	16 369	13.4	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . .	29	190 764	11 948	6.3	.3	X
	30570	Sales of programs	15	250 321	256	.1	Z	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
71141		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Agents and managers for artists, athletes, entertainers and other public figures—Con.						
	30590	Advertising, including endorsement fees	51	451 352	155 797	34.5	4.3	X
	39000	Merchandise sales	76	159 963	6 833	4.3	.2	49.9
	39015	Sales of other merchandise, not specified by type	76	159 963	6 833	4.3	.2	X
	39200	Sales of food and beverages	7	3 763	256	6.8	Z	50.1
	39201	Sales of food and nonalcoholic beverages	7	3 763	46	1.2	Z	X
	39202	Sales of alcoholic beverages	7	3 763	210	5.6	Z	X
	39500	All other receipts	240	544 853	43 772	8.0	1.2	52.4
	39509	All other operating receipts	240	544 853	43 772	8.0	1.2	X
711410		Agents and managers for artists, athletes, entertainers and other public figures	3 295	X	3 653 786	X	100.0	52.4
	30400	Membership dues	18	44 028	73	.2	Z	X
	30500	Admissions, excluding admission taxes	33	501 592	85 243	17.0	2.3	X
	30510	Contract fees from providing entertainment	80	69 458	47 792	68.8	1.3	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	3 295	3 653 786	3 277 299	89.7	89.7	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	73	122 511	16 369	13.4	.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	29	190 764	11 948	6.3	.3	X
	30570	Sales of programs	15	250 321	256	.1	Z	X
	30590	Advertising, including endorsement fees	51	451 352	155 797	34.5	4.3	X
	39000	Merchandise sales	76	159 963	6 833	4.3	.2	49.9
	39015	Sales of other merchandise, not specified by type	76	159 963	6 833	4.3	.2	X
	39200	Sales of food and beverages	7	3 763	256	6.8	Z	50.1
	39201	Sales of food and nonalcoholic beverages	7	3 763	46	1.2	Z	X
	39202	Sales of alcoholic beverages	7	3 763	210	5.6	Z	X
	39500	All other receipts	240	544 853	43 772	8.0	1.2	52.4
	39509	All other operating receipts	240	544 853	43 772	8.0	1.2	X
7115		Independent artists, writers, and performers	15 868	X	9 276 164	X	100.0	45.0
	30400	Membership dues	101	49 720	1 577	3.2	Z	X
	30500	Admissions, excluding admission taxes	114	191 367	83 579	43.7	.9	X
	30510	Contract fees from providing entertainment	6 788	5 445 201	5 072 349	93.2	54.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	215	129 402	69 851	54.0	.8	X
	30530	Writing fees	6 266	2 329 152	1 794 585	77.0	19.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 906	3 882 075	1 955 064	50.4	21.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	181	83 578	7 792	9.3	.1	X
	30560	Amusement machines operated by this establishment	30	1 948	278	14.3	Z	X
	30570	Sales of programs	30	18 738	12 894	68.8	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	13	5 380	742	13.8	Z	X
	30590	Advertising, including endorsement fees	164	46 566	9 925	21.3	.1	X
	39000	Merchandise sales	556	275 317	55 380	20.1	.6	43.5
	39013	Sales of other merchandise, not specified by type	556	275 317	55 380	20.1	.6	X
	39200	Sales of food and beverages	84	68 829	22 727	33.0	.2	30.8
	39201	Sales of food and nonalcoholic beverages	84	68 829	11 620	16.9	.1	X
	39202	Sales of alcoholic beverages	47	35 666	11 107	31.1	.1	X
	39500	All other receipts	1 592	997 651	189 421	19.0	2.0	43.0
	39507	All other operating receipts	1 592	997 651	189 421	19.0	2.0	X
71151		Independent artists, writers, and performers	15 868	X	9 276 164	X	100.0	45.0
	30400	Membership dues	101	49 720	1 577	3.2	Z	X
	30500	Admissions, excluding admission taxes	114	191 367	83 579	43.7	.9	X
	30510	Contract fees from providing entertainment	6 788	5 445 201	5 072 349	93.2	54.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. ..	215	129 402	69 851	54.0	.8	X
	30530	Writing fees	6 266	2 329 152	1 794 585	77.0	19.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 906	3 882 075	1 955 064	50.4	21.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	181	83 578	7 792	9.3	.1	X
	30560	Amusement machines operated by this establishment	30	1 948	278	14.3	Z	X
	30570	Sales of programs	30	18 738	12 894	68.8	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	13	5 380	742	13.8	Z	X
	30590	Advertising, including endorsement fees	164	46 566	9 925	21.3	.1	X
	39000	Merchandise sales	556	275 317	55 380	20.1	.6	43.5
	39013	Sales of other merchandise, not specified by type	556	275 317	55 380	20.1	.6	X
	39200	Sales of food and beverages	84	68 829	22 727	33.0	.2	30.8
	39201	Sales of food and nonalcoholic beverages	84	68 829	11 620	16.9	.1	X
	39202	Sales of alcoholic beverages	47	35 666	11 107	31.1	.1	X
	39500	All other receipts	1 592	997 651	189 421	19.0	2.0	43.0
	39507	All other operating receipts	1 592	997 651	189 421	19.0	2.0	X

See footnotes at end of table.

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2002 NAICS code	2002 Product line code	Tax status, kind of business, and product line	Establishments with the product line		Product line receipts/revenue			Response coverage ² (percent)
			Number	Total receipts/revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments ¹	
711510		ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
		Independent artists, writers, and performers	15 868	X	9 276 164	X	100.0	45.0
	30400	Membership dues	101	49 720	1 577	3.2	Z	X
	30500	Admissions, excluding admission taxes	114	191 367	83 579	43.7	.9	X
	30510	Contract fees from providing entertainment	6 788	5 445 201	5 072 349	93.2	54.7	X
	30520	Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc. .	215	129 402	69 851	54.0	.8	X
	30530	Writing fees	6 266	2 329 152	1 794 585	77.0	19.3	X
	30540	Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works	4 906	3 882 075	1 955 064	50.4	21.1	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters ..	181	83 578	7 792	9.3	.1	X
	30560	Amusement machines operated by this establishment	30	1 948	278	14.3	Z	X
	30570	Sales of programs	30	18 738	12 894	68.8	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	13	5 380	742	13.8	Z	X
	30590	Advertising, including endorsement fees	164	46 566	9 925	21.3	.1	X
	39000	Merchandise sales	556	275 317	55 380	20.1	.6	43.5
	39013	Sales of other merchandise, not specified by type	556	275 317	55 380	20.1	.6	X
	39200	Sales of food and beverages	84	68 829	22 727	33.0	.2	30.8
	39201	Sales of food and nonalcoholic beverages	84	68 829	11 620	16.9	.1	X
	39202	Sales of alcoholic beverages	47	35 666	11 107	31.1	.1	X
	39500	All other receipts	1 592	997 651	189 421	19.0	2.0	43.0
	39507	All other operating receipts	1 592	997 651	189 421	19.0	2.0	X

¹Product line receipts/revenue and 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/revenue of establishments reporting product lines as percent of total receipts/revenue.

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

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

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

2002 NAICS code	Tax status, kind of business, and largest firms based on receipts/revenue	Establishments (number)	Receipts/revenue		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			
	ALL ESTABLISHMENTS						
711	Performing arts, spectator sports, and related industries						
	All firms	38 181	57 708 091	100.0	21 145 433	4 960 892	421 592
	4 largest firms	67	4 063 916	7.0	431 072	146 142	9 934
	8 largest firms	94	5 810 259	10.1	839 744	277 050	18 741
	20 largest firms	203	9 292 687	16.1	1 767 148	521 845	41 822
	50 largest firms	274	14 483 252	25.1	4 565 192	1 093 821	57 268
7111	Performing arts companies						
	All firms	9 353	10 697 195	100.0	3 205 577	748 930	138 204
	4 largest firms	19	902 202	8.4	205 812	44 806	3 681
	8 largest firms	27	1 233 769	11.5	313 819	69 216	5 521
	20 largest firms	44	1 887 998	17.6	463 857	104 000	8 935
	50 largest firms	83	2 913 156	27.2	772 739	175 162	16 295
71111	Theater companies and dinner theaters						
	All firms	3 598	5 326 343	100.0	1 559 583	368 685	71 816
	4 largest firms	15	690 714	13.0	165 802	35 704	2 357
	8 largest firms	21	920 091	17.3	224 417	46 974	3 574
	20 largest firms	39	1 430 628	26.9	352 133	79 355	7 869
	50 largest firms	83	2 079 465	39.0	520 656	119 613	13 111
711110	Theater companies and dinner theaters						
	All firms	3 598	5 326 343	100.0	1 559 583	368 685	71 816
	4 largest firms	15	690 714	13.0	165 802	35 704	2 357
	8 largest firms	21	920 091	17.3	224 417	46 974	3 574
	20 largest firms	39	1 430 628	26.9	352 133	79 355	7 869
	50 largest firms	83	2 079 465	39.0	520 656	119 613	13 111
71112	Dance companies						
	All firms	586	533 266	100.0	202 865	51 762	9 608
	4 largest firms	4	93 469	17.5	43 484	10 850	1 490
	8 largest firms	9	147 665	27.7	61 225	15 516	2 072
	20 largest firms	22	243 125	45.6	99 077	25 188	4 148
	50 largest firms	52	359 174	67.4	143 552	37 069	5 870
711120	Dance companies						
	All firms	586	533 266	100.0	202 865	51 762	9 608
	4 largest firms	4	93 469	17.5	43 484	10 850	1 490
	8 largest firms	9	147 665	27.7	61 225	15 516	2 072
	20 largest firms	22	243 125	45.6	99 077	25 188	4 148
	50 largest firms	52	359 174	67.4	143 552	37 069	5 870
71113	Musical groups and artists						
	All firms	4 582	4 006 128	100.0	1 246 779	284 158	49 284
	4 largest firms	5	280 001	7.0	98 566	22 287	1 611
	8 largest firms	9	491 633	12.3	147 268	34 445	2 485
	20 largest firms	22	854 024	21.3	287 041	65 589	4 851
	50 largest firms	58	1 342 730	33.5	454 039	101 640	9 425
711130	Musical groups and artists						
	All firms	4 582	4 006 128	100.0	1 246 779	284 158	49 284
	4 largest firms	5	280 001	7.0	98 566	22 287	1 611
	8 largest firms	9	491 633	12.3	147 268	34 445	2 485
	20 largest firms	22	854 024	21.3	287 041	65 589	4 851
	50 largest firms	58	1 342 730	33.5	454 039	101 640	9 425
71119	Other performing arts companies						
	All firms	587	831 458	100.0	196 350	44 325	7 496
	4 largest firms	8	372 119	44.8	74 536	17 908	1 977
	8 largest firms	12	448 927	54.0	86 380	20 792	2 266
	20 largest firms	27	538 682	64.8	109 349	25 031	3 126
	50 largest firms	62	639 996	77.0	133 286	29 924	4 117
711190	Other performing arts companies						
	All firms	587	831 458	100.0	196 350	44 325	7 496
	4 largest firms	8	372 119	44.8	74 536	17 908	1 977
	8 largest firms	12	448 927	54.0	86 380	20 792	2 266
	20 largest firms	27	538 682	64.8	109 349	25 031	3 126
	50 largest firms	62	639 996	77.0	133 286	29 924	4 117
7112	Spectator sports						
	All firms	4 314	21 933 413	100.0	10 174 745	2 390 051	106 621
	4 largest firms	37	1 944 608	8.9	225 378	62 657	8 779
	8 largest firms	47	3 072 850	14.0	534 354	162 775	13 458
	20 largest firms	88	5 497 740	25.1	1 827 370	509 523	20 467
	50 largest firms	121	9 846 598	44.9	4 574 791	1 052 004	28 810
71121	Spectator sports						
	All firms	4 314	21 933 413	100.0	10 174 745	2 390 051	106 621
	4 largest firms	37	1 944 608	8.9	225 378	62 657	8 779
	8 largest firms	47	3 072 850	14.0	534 354	162 775	13 458
	20 largest firms	88	5 497 740	25.1	1 827 370	509 523	20 467
	50 largest firms	121	9 846 598	44.9	4 574 791	1 052 004	28 810

See footnotes at end of table.

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

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

2002 NAICS code	Tax status, kind of business, and largest firms based on receipts/revenue	Establishments (number)	Receipts/revenue		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			
	ALL ESTABLISHMENTS—Con.						
711211	Sports teams and clubs						
	All firms	819	12 986 762	100.0	8 524 887	2 003 401	39 882
	4 largest firms	19	989 086	7.6	661 614	200 481	2 406
	8 largest firms	27	1 772 300	13.6	1 058 405	279 797	3 876
	20 largest firms	43	3 695 845	28.5	2 240 007	538 251	8 890
	50 largest firms	77	7 763 860	59.8	4 972 013	1 098 970	15 454
711212	Racetracks						
	All firms	792	6 233 953	100.0	945 555	226 046	44 581
	4 largest firms	36	1 942 440	31.2	224 577	62 474	8 737
	8 largest firms	44	2 982 447	47.8	356 147	91 898	13 970
	20 largest firms	71	4 162 928	66.8	548 717	135 105	23 379
	50 largest firms	106	5 126 296	82.2	720 858	176 285	31 913
711219	Other spectator sports						
	All firms	2 703	2 712 698	100.0	704 303	160 604	22 158
	4 largest firms	8	346 830	12.8	60 150	13 486	809
	8 largest firms	16	587 987	21.7	123 142	32 572	3 375
	20 largest firms	28	975 409	36.0	224 089	49 497	4 682
	50 largest firms	60	1 345 262	49.6	321 619	72 971	6 826
7113	Promoters of performing arts, sports, and similar events						
	All firms	5 351	12 147 533	100.0	2 243 078	595 105	103 538
	4 largest firms	79	3 407 579	28.1	333 455	122 616	18 009
	8 largest firms	104	4 178 669	34.4	467 059	153 095	21 973
	20 largest firms	145	5 133 575	42.3	705 293	225 528	29 980
	50 largest firms	208	6 482 189	53.4	1 009 844	304 812	42 493
71131	Promoters of performing arts, sports, and similar events with facilities						
	All firms	1 868	5 264 799	100.0	1 225 561	298 248	72 481
	4 largest firms	87	996 040	18.9	194 211	49 511	13 759
	8 largest firms	94	1 384 698	26.3	279 891	70 781	18 575
	20 largest firms	110	2 124 564	40.4	452 596	115 096	26 686
	50 largest firms	152	3 100 201	58.9	688 629	172 373	38 679
711310	Promoters of performing arts, sports, and similar events with facilities						
	All firms	1 868	5 264 799	100.0	1 225 561	298 248	72 481
	4 largest firms	87	996 040	18.9	194 211	49 511	13 759
	8 largest firms	94	1 384 698	26.3	279 891	70 781	18 575
	20 largest firms	110	2 124 564	40.4	452 596	115 096	26 686
	50 largest firms	152	3 100 201	58.9	688 629	172 373	38 679
71132	Promoters of performing arts, sports, and similar events without facilities						
	All firms	3 483	6 882 734	100.0	1 017 517	296 857	31 057
	4 largest firms	15	3 072 788	44.6	238 256	95 574	6 617
	8 largest firms	43	3 394 143	49.3	315 119	126 003	7 277
	20 largest firms	80	3 905 650	56.7	430 753	158 088	9 289
	50 largest firms	123	4 413 234	64.1	522 926	182 730	11 336
711320	Promoters of performing arts, sports, and similar events without facilities						
	All firms	3 483	6 882 734	100.0	1 017 517	296 857	31 057
	4 largest firms	15	3 072 788	44.6	238 256	95 574	6 617
	8 largest firms	43	3 394 143	49.3	315 119	126 003	7 277
	20 largest firms	80	3 905 650	56.7	430 753	158 088	9 289
	50 largest firms	123	4 413 234	64.1	522 926	182 730	11 336
7114	Agents and managers for artists, athletes, entertainers and other public figures						
	All firms	3 295	3 653 786	100.0	1 285 154	300 954	18 095
	4 largest firms	18	685 903	18.8	296 458	78 835	1 987
	8 largest firms	25	935 811	25.6	430 531	110 815	3 267
	20 largest firms	47	1 289 042	35.3	545 541	132 715	4 076
	50 largest firms	89	1 648 551	45.1	685 764	163 176	5 709
71141	Agents and managers for artists, athletes, entertainers and other public figures						
	All firms	3 295	3 653 786	100.0	1 285 154	300 954	18 095
	4 largest firms	18	685 903	18.8	296 458	78 835	1 987
	8 largest firms	25	935 811	25.6	430 531	110 815	3 267
	20 largest firms	47	1 289 042	35.3	545 541	132 715	4 076
	50 largest firms	89	1 648 551	45.1	685 764	163 176	5 709
711410	Agents and managers for artists, athletes, entertainers and other public figures						
	All firms	3 295	3 653 786	100.0	1 285 154	300 954	18 095
	4 largest firms	18	685 903	18.8	296 458	78 835	1 987
	8 largest firms	25	935 811	25.6	430 531	110 815	3 267
	20 largest firms	47	1 289 042	35.3	545 541	132 715	4 076
	50 largest firms	89	1 648 551	45.1	685 764	163 176	5 709

See footnotes at end of table.

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

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

2002 NAICS code	Tax status, kind of business, and largest firms based on receipts/revenue	Establishments (number)	Receipts/revenue		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			
	ALL ESTABLISHMENTS—Con.						
7115	Independent artists, writers, and performers						
	All firms	15 868	9 276 164	100.0	4 236 879	925 852	55 134
	4 largest firms	4	407 456	4.4	151 406	49 553	6
	8 largest firms	8	601 684	6.5	259 537	50 571	20
	20 largest firms	20	1 055 608	11.4	440 900	76 678	1 352
	50 largest firms	51	1 809 189	19.5	861 833	110 623	2 495
71151	Independent artists, writers, and performers						
	All firms	15 868	9 276 164	100.0	4 236 879	925 852	55 134
	4 largest firms	4	407 456	4.4	151 406	49 553	6
	8 largest firms	8	601 684	6.5	259 537	50 571	20
	20 largest firms	20	1 055 608	11.4	440 900	76 678	1 352
	50 largest firms	51	1 809 189	19.5	861 833	110 623	2 495
711510	Independent artists, writers, and performers						
	All firms	15 868	9 276 164	100.0	4 236 879	925 852	55 134
	4 largest firms	4	407 456	4.4	151 406	49 553	6
	8 largest firms	8	601 684	6.5	259 537	50 571	20
	20 largest firms	20	1 055 608	11.4	440 900	76 678	1 352
	50 largest firms	51	1 809 189	19.5	861 833	110 623	2 495
	ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX						
711	Performing arts, spectator sports, and related industries						
	All firms	6 130	8 640 632	100.0	2 450 922	634 790	115 178
	4 largest firms	4	1 751 219	20.3	259 286	93 022	6 653
	8 largest firms	9	2 030 094	23.5	390 178	125 060	9 135
	20 largest firms	24	2 641 367	30.6	597 997	178 773	13 855
	50 largest firms	58	3 495 248	40.5	864 861	241 395	20 934
7111	Performing arts companies						
	All firms	4 086	4 603 866	100.0	1 769 597	432 600	82 540
	4 largest firms	5	409 384	8.9	213 215	43 405	3 049
	8 largest firms	9	641 296	13.9	295 106	61 297	4 712
	20 largest firms	23	1 116 509	24.3	461 131	103 012	8 516
	50 largest firms	63	1 724 585	37.5	724 273	169 994	16 837
71111	Theater companies and dinner theaters						
	All firms	2 054	2 505 661	100.0	913 605	215 960	42 436
	4 largest firms	4	357 095	14.3	185 745	36 838	2 827
	8 largest firms	8	520 620	20.8	244 645	53 456	4 561
	20 largest firms	25	769 873	30.7	322 716	72 616	7 170
	50 largest firms	64	1 122 845	44.8	438 733	100 700	12 363
711110	Theater companies and dinner theaters						
	All firms	2 054	2 505 661	100.0	913 605	215 960	42 436
	4 largest firms	4	357 095	14.3	185 745	36 838	2 827
	8 largest firms	8	520 620	20.8	244 645	53 456	4 561
	20 largest firms	25	769 873	30.7	322 716	72 616	7 170
	50 largest firms	64	1 122 845	44.8	438 733	100 700	12 363
71112	Dance companies						
	All firms	439	412 879	100.0	168 519	43 490	8 027
	4 largest firms	4	93 469	22.6	43 484	10 850	1 490
	8 largest firms	9	138 165	33.5	64 641	16 811	2 385
	20 largest firms	22	213 131	51.6	93 704	24 068	3 883
	50 largest firms	52	304 895	73.8	132 420	34 184	5 434
711120	Dance companies						
	All firms	439	412 879	100.0	168 519	43 490	8 027
	4 largest firms	4	93 469	22.6	43 484	10 850	1 490
	8 largest firms	9	138 165	33.5	64 641	16 811	2 385
	20 largest firms	22	213 131	51.6	93 704	24 068	3 883
	50 largest firms	52	304 895	73.8	132 420	34 184	5 434
71113	Musical groups and artists						
	All firms	1 498	1 631 918	100.0	671 862	169 491	31 474
	4 largest firms	5	280 001	17.2	98 566	22 287	1 611
	8 largest firms	10	453 429	27.8	169 785	39 040	2 790
	20 largest firms	26	748 236	45.9	308 176	73 943	6 691
	50 largest firms	57	1 032 051	63.2	452 904	112 359	11 332
711130	Musical groups and artists						
	All firms	1 498	1 631 918	100.0	671 862	169 491	31 474
	4 largest firms	5	280 001	17.2	98 566	22 287	1 611
	8 largest firms	10	453 429	27.8	169 785	39 040	2 790
	20 largest firms	26	748 236	45.9	308 176	73 943	6 691
	50 largest firms	57	1 032 051	63.2	452 904	112 359	11 332
71119	Other performing arts companies						
	All firms	95	53 408	100.0	15 611	3 659	603
	4 largest firms	4	27 900	52.2	9 488	2 275	246
	8 largest firms	8	34 666	64.9	10 605	2 548	274
	20 largest firms	20	42 868	80.3	12 604	3 038	391
	50 largest firms	50	50 853	95.2	14 864	3 500	540

See footnotes at end of table.

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

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			Amount (\$1,000)	As percent of total			
	ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX—						
	Con.						
711190	Other performing arts companies						
	All firms	95	53 408	100.0	15 611	3 659	603
	4 largest firms	4	27 900	52.2	9 488	2 275	246
	8 largest firms	8	34 666	64.9	10 605	2 548	274
	20 largest firms	20	42 868	80.3	12 604	3 038	391
	50 largest firms	50	50 853	95.2	14 864	3 500	540
7113	Promoters of performing arts, sports, and similar events						
	All firms	2 044	4 036 766	100.0	681 325	202 190	32 638
	4 largest firms	4	1 620 710	40.1	176 963	81 655	6 086
	8 largest firms	10	1 809 257	44.8	219 751	94 520	7 527
	20 largest firms	25	2 128 244	52.7	274 269	105 743	9 368
	50 largest firms	62	2 547 259	63.1	365 102	129 125	14 446
71131	Promoters of performing arts, sports, and similar events with facilities						
	All firms	901	1 576 639	100.0	413 853	98 575	19 689
	4 largest firms	6	229 290	14.5	93 691	24 765	2 087
	8 largest firms	12	352 440	22.4	107 224	27 566	2 481
	20 largest firms	26	617 124	39.1	171 075	41 346	4 741
	50 largest firms	66	924 139	58.6	250 701	61 474	9 288
711310	Promoters of performing arts, sports, and similar events with facilities						
	All firms	901	1 576 639	100.0	413 853	98 575	19 689
	4 largest firms	6	229 290	14.5	93 691	24 765	2 087
	8 largest firms	12	352 440	22.4	107 224	27 566	2 481
	20 largest firms	26	617 124	39.1	171 075	41 346	4 741
	50 largest firms	66	924 139	58.6	250 701	61 474	9 288
71132	Promoters of performing arts, sports, and similar events without facilities						
	All firms	1 143	2 460 127	100.0	267 472	103 615	12 949
	4 largest firms	4	1 579 967	64.2	126 060	69 755	5 440
	8 largest firms	8	1 656 491	67.3	135 257	71 885	5 886
	20 largest firms	20	1 777 884	72.3	154 067	77 507	7 155
	50 largest firms	51	1 937 728	78.8	181 249	84 219	8 303
711320	Promoters of performing arts, sports, and similar events without facilities						
	All firms	1 143	2 460 127	100.0	267 472	103 615	12 949
	4 largest firms	4	1 579 967	64.2	126 060	69 755	5 440
	8 largest firms	8	1 656 491	67.3	135 257	71 885	5 886
	20 largest firms	20	1 777 884	72.3	154 067	77 507	7 155
	50 largest firms	51	1 937 728	78.8	181 249	84 219	8 303
	ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX						
711	Performing arts, spectator sports, and related industries						
	All firms	32 051	49 067 459	100.0	18 694 511	4 326 102	306 414
	4 largest firms	80	3 327 558	6.8	429 565	113 892	9 415
	8 largest firms	94	4 976 059	10.1	807 509	230 923	14 836
	20 largest firms	227	8 272 748	16.9	1 780 905	498 654	39 173
	50 largest firms	273	13 226 192	27.0	4 627 274	1 081 293	51 365
7111	Performing arts companies						
	All firms	5 267	6 093 329	100.0	1 435 980	316 330	55 664
	4 largest firms	22	824 385	13.5	100 604	25 811	2 472
	8 largest firms	31	1 048 456	17.2	124 309	31 090	3 547
	20 largest firms	48	1 515 907	24.9	210 105	48 754	5 847
	50 largest firms	87	2 131 713	35.0	353 231	75 466	8 720
71111	Theater companies and dinner theaters						
	All firms	1 544	2 820 682	100.0	645 978	152 725	29 380
	4 largest firms	15	556 289	19.7	43 942	12 282	848
	8 largest firms	26	758 574	26.9	77 703	18 815	2 247
	20 largest firms	47	1 131 371	40.1	155 522	37 476	4 749
	50 largest firms	78	1 549 487	54.9	259 999	59 824	7 943
711110	Theater companies and dinner theaters						
	All firms	1 544	2 820 682	100.0	645 978	152 725	29 380
	4 largest firms	15	556 289	19.7	43 942	12 282	848
	8 largest firms	26	758 574	26.9	77 703	18 815	2 247
	20 largest firms	47	1 131 371	40.1	155 522	37 476	4 749
	50 largest firms	78	1 549 487	54.9	259 999	59 824	7 943
71112	Dance companies						
	All firms	147	120 387	100.0	34 346	8 272	1 581
	4 largest firms	4	48 366	40.2	12 266	3 178	570
	8 largest firms	8	68 759	57.1	18 567	4 942	790
	20 largest firms	20	92 453	76.8	25 832	6 313	912
	50 largest firms	50	110 369	91.7	31 010	7 563	1 242

See footnotes at end of table.

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

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

2002 NAICS code	Tax status, kind of business, and largest firms based on receipts/revenue	Establishments (number)	Receipts/revenue		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			
	ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
711120	Dance companies						
	All firms	147	120 387	100.0	34 346	8 272	1 581
	4 largest firms	4	48 366	40.2	12 266	3 178	570
	8 largest firms	8	68 759	57.1	18 567	4 942	790
	20 largest firms	20	92 453	76.8	25 832	6 313	912
	50 largest firms	50	110 369	91.7	31 010	7 563	1 242
71113	Musical groups and artists						
	All firms	3 084	2 374 210	100.0	574 917	114 667	17 810
	4 largest firms	4	175 093	7.4	21 415	4 713	228
	8 largest firms	9	272 881	11.5	40 946	7 859	601
	20 largest firms	21	456 423	19.2	85 948	11 824	958
	50 largest firms	51	720 744	30.4	137 583	22 249	1 790
711130	Musical groups and artists						
	All firms	3 084	2 374 210	100.0	574 917	114 667	17 810
	4 largest firms	4	175 093	7.4	21 415	4 713	228
	8 largest firms	9	272 881	11.5	40 946	7 859	601
	20 largest firms	21	456 423	19.2	85 948	11 824	958
	50 largest firms	51	720 744	30.4	137 583	22 249	1 790
71119	Other performing arts companies						
	All firms	492	778 050	100.0	180 739	40 666	6 893
	4 largest firms	8	372 119	47.8	74 536	17 908	1 977
	8 largest firms	15	443 248	57.0	80 813	19 276	2 117
	20 largest firms	27	526 403	67.7	101 834	23 190	2 932
	50 largest firms	62	620 777	79.8	128 658	28 041	4 099
711190	Other performing arts companies						
	All firms	492	778 050	100.0	180 739	40 666	6 893
	4 largest firms	8	372 119	47.8	74 536	17 908	1 977
	8 largest firms	15	443 248	57.0	80 813	19 276	2 117
	20 largest firms	27	526 403	67.7	101 834	23 190	2 932
	50 largest firms	62	620 777	79.8	128 658	28 041	4 099
7112	Spectator sports						
	All firms	4 314	21 933 413	100.0	10 174 745	2 390 051	106 621
	4 largest firms	37	1 944 608	8.9	225 378	62 657	8 779
	8 largest firms	47	3 072 850	14.0	534 354	162 775	13 458
	20 largest firms	88	5 497 740	25.1	1 827 370	509 523	20 467
	50 largest firms	121	9 846 598	44.9	4 574 791	1 052 004	28 810
71121	Spectator sports						
	All firms	4 314	21 933 413	100.0	10 174 745	2 390 051	106 621
	4 largest firms	37	1 944 608	8.9	225 378	62 657	8 779
	8 largest firms	47	3 072 850	14.0	534 354	162 775	13 458
	20 largest firms	88	5 497 740	25.1	1 827 370	509 523	20 467
	50 largest firms	121	9 846 598	44.9	4 574 791	1 052 004	28 810
711211	Sports teams and clubs						
	All firms	819	12 986 762	100.0	8 524 887	2 003 401	39 882
	4 largest firms	19	989 086	7.6	661 614	200 481	2 406
	8 largest firms	27	1 772 300	13.6	1 058 405	279 797	3 876
	20 largest firms	43	3 695 845	28.5	2 240 007	538 251	8 890
	50 largest firms	77	7 763 860	59.8	4 972 013	1 098 970	15 454
711212	Racetracks						
	All firms	792	6 233 953	100.0	945 555	226 046	44 581
	4 largest firms	36	1 942 440	31.2	224 577	62 474	8 737
	8 largest firms	44	2 982 447	47.8	356 147	91 898	13 970
	20 largest firms	71	4 162 928	66.8	548 717	135 105	23 379
	50 largest firms	106	5 126 296	82.2	720 858	176 285	31 913
711219	Other spectator sports						
	All firms	2 703	2 712 698	100.0	704 303	160 604	22 158
	4 largest firms	8	346 830	12.8	60 150	13 486	809
	8 largest firms	16	587 987	21.7	123 142	32 572	3 375
	20 largest firms	28	975 409	36.0	224 089	49 497	4 682
	50 largest firms	60	1 345 262	49.6	321 619	72 971	6 826
7113	Promoters of performing arts, sports, and similar events						
	All firms	3 307	8 110 767	100.0	1 561 753	392 915	70 900
	4 largest firms	97	2 423 675	29.9	295 155	75 073	14 517
	8 largest firms	109	2 898 796	35.7	393 854	98 380	19 112
	20 largest firms	144	3 738 678	46.1	564 069	153 046	26 450
	50 largest firms	205	4 898 131	60.4	847 685	225 128	38 284
71131	Promoters of performing arts, sports, and similar events with facilities						
	All firms	967	3 688 160	100.0	811 708	199 673	52 792
	4 largest firms	86	992 665	26.9	192 506	49 020	13 558
	8 largest firms	93	1 381 323	37.5	278 186	70 290	18 374
	20 largest firms	111	2 065 984	56.0	396 096	101 660	26 311
	50 largest firms	146	2 843 891	77.1	610 431	152 176	38 876

See footnotes at end of table.

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

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

2002 NAICS code	Tax status, kind of business, and largest firms based on receipts/revenue	Establishments (number)	Receipts/revenue		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			
	ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con.						
711310	Promoters of performing arts, sports, and similar events with facilities						
	All firms	967	3 688 160	100.0	811 708	199 673	52 792
	4 largest firms	86	992 665	26.9	192 506	49 020	13 558
	8 largest firms	93	1 381 323	37.5	278 186	70 290	18 374
	20 largest firms	111	2 065 984	56.0	396 096	101 660	26 311
	50 largest firms	146	2 843 891	77.1	610 431	152 176	38 876
71132	Promoters of performing arts, sports, and similar events without facilities						
	All firms	2 340	4 422 607	100.0	750 045	193 242	18 108
	4 largest firms	39	1 779 265	40.2	148 164	36 861	2 136
	8 largest firms	47	2 019 092	45.7	224 876	67 345	2 767
	20 largest firms	83	2 419 340	54.7	333 155	95 155	4 238
	50 largest firms	125	2 829 860	64.0	402 738	113 135	6 159
711320	Promoters of performing arts, sports, and similar events without facilities						
	All firms	2 340	4 422 607	100.0	750 045	193 242	18 108
	4 largest firms	39	1 779 265	40.2	148 164	36 861	2 136
	8 largest firms	47	2 019 092	45.7	224 876	67 345	2 767
	20 largest firms	83	2 419 340	54.7	333 155	95 155	4 238
	50 largest firms	125	2 829 860	64.0	402 738	113 135	6 159
7114	Agents and managers for artists, athletes, entertainers and other public figures						
	All firms	3 295	3 653 786	100.0	1 285 154	300 954	18 095
	4 largest firms	18	685 903	18.8	296 458	78 835	1 987
	8 largest firms	25	935 811	25.6	430 531	110 815	3 267
	20 largest firms	47	1 289 042	35.3	545 541	132 715	4 076
	50 largest firms	89	1 648 551	45.1	685 764	163 176	5 709
71141	Agents and managers for artists, athletes, entertainers and other public figures						
	All firms	3 295	3 653 786	100.0	1 285 154	300 954	18 095
	4 largest firms	18	685 903	18.8	296 458	78 835	1 987
	8 largest firms	25	935 811	25.6	430 531	110 815	3 267
	20 largest firms	47	1 289 042	35.3	545 541	132 715	4 076
	50 largest firms	89	1 648 551	45.1	685 764	163 176	5 709
711410	Agents and managers for artists, athletes, entertainers and other public figures						
	All firms	3 295	3 653 786	100.0	1 285 154	300 954	18 095
	4 largest firms	18	685 903	18.8	296 458	78 835	1 987
	8 largest firms	25	935 811	25.6	430 531	110 815	3 267
	20 largest firms	47	1 289 042	35.3	545 541	132 715	4 076
	50 largest firms	89	1 648 551	45.1	685 764	163 176	5 709
7115	Independent artists, writers, and performers						
	All firms	15 868	9 276 164	100.0	4 236 879	925 852	55 134
	4 largest firms	4	407 456	4.4	151 406	49 553	6
	8 largest firms	8	601 684	6.5	259 537	50 571	20
	20 largest firms	20	1 055 608	11.4	440 900	76 678	1 352
	50 largest firms	51	1 809 189	19.5	861 833	110 623	2 495
71151	Independent artists, writers, and performers						
	All firms	15 868	9 276 164	100.0	4 236 879	925 852	55 134
	4 largest firms	4	407 456	4.4	151 406	49 553	6
	8 largest firms	8	601 684	6.5	259 537	50 571	20
	20 largest firms	20	1 055 608	11.4	440 900	76 678	1 352
	50 largest firms	51	1 809 189	19.5	861 833	110 623	2 495
711510	Independent artists, writers, and performers						
	All firms	15 868	9 276 164	100.0	4 236 879	925 852	55 134
	4 largest firms	4	407 456	4.4	151 406	49 553	6
	8 largest firms	8	601 684	6.5	259 537	50 571	20
	20 largest firms	20	1 055 608	11.4	440 900	76 678	1 352
	50 largest firms	51	1 809 189	19.5	861 833	110 623	2 495

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.

EXPENSES

Expenses include payroll, employee benefits, payroll taxes, interest and rent expenses; cost of supplies used for operation; cost of merchandise sold; depreciation expenses; fundraising expenses; contracted or purchased services; and other expenses charged to operations during 2002. Expenses exclude program service grants; contributions and gifts paid; specified assistance to individuals; benefits paid to or for members; outlays for the purchase of real estate; construction and all other capital improvements; funds invested; assessments or dues paid to the parent

or other chapters of the same organization; income taxes; sales and other taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency; and, for fund-raising organizations, funds transferred to charities and other organizations.

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/REVENUE

Receipts (basic dollar volume measure for service establishments of firms subject to federal income tax). Includes gross receipts from customers or clients for services provided, from the use of facilities, and from merchandise sold in 2002 whether or not payment was received in 2002. For advertising agencies, travel industries, and other service establishments operating on a commission basis, receipts include commissions, fees, and other operating income, NOT gross billings and sales. Excise taxes on gasoline, liquor, tobacco, etc., that are paid by the manufacturer or wholesaler and passed on in the cost of goods purchased by the service establishment, are also included. The establishments share of receipts from departments, concessions, and vending and amusement machines operated by others are included as part of receipts. Receipts also include amounts received from the rental and leasing of vehicles, equipment, instruments, and tools; the total value of service contracts; market value of compensation received in lieu of cash; amounts received for work subcontracted to others; and dues and assessments from members and affiliates. Receipts from services performed for foreign parent firms, subsidiaries, and branches are included.

Receipts are net after deductions for refunds and allowances for merchandise returned by customers. Receipts do not include sales and other taxes (including Hawaii’s General Excise Tax) collected directly from customers and paid directly to a local, state, or federal tax agency. Also excluded are gross receipts from departments and concessions operated by others; sales of used equipment previously rented or leased to customers; domestic intracompany transfers; proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale); income from interest, rental of real estate, dividends, contributions, and grants; receipts of foreign parent firms and subsidiaries; and other nonoperating income, such as franchise fees. Receipts do not include service receipts of manufacturers, wholesalers, retail establishments, or other businesses whose primary activity is other than service. They do, however, include receipts other than from services rendered (e.g., sale of merchandise to individuals or other businesses) by establishments primarily engaged in performing services and classified in the service industries.

Revenue (basic dollar volume measure for firms exempt from federal income tax). Includes receipts from customers or clients for services provided in 2002, whether or not payment was received in 2002, and gross sales of merchandise, minus returns and allowances. Also included are income from interest, dividends, gross rents (including display space rentals and share of receipts from departments operated by other companies), gross contributions, gifts, grants (whether or not restricted for use in operations), royalties, dues and assessments from members and affiliates, commissions earned from the sale of merchandise owned by others (including commissions from vending machine operators), and gross receipts from fundraising activities. Revenue now includes gains or losses from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale). Receipts from taxable business activities of firms exempt from federal income tax (unrelated business income) are also included in revenue.

Revenue does not include sales and other taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency; gross receipts of departments or concessions operated by others; and amounts transferred to operating funds from capital or reserve funds.

Appendix B.

NAICS Codes, Titles, and Descriptions

PART 1. 2002 NAICS

711 PERFORMING ARTS, SPECTATOR SPORTS, AND RELATED INDUSTRIES

Industries in the Performing Arts, Spectator Sports, and Related Industries subsector group establishments that produce or organize and promote live presentations involving the performances of actors and actresses, singers, dancers, musical groups and artists, athletes, and other entertainers, including independent (i.e., freelance) entertainers and the establishments that manage their careers. The classification recognizes four basic processes: (1) producing (i.e., presenting) events; (2) organizing, managing, and/or promoting events; (3) managing and representing entertainers; and (4) providing the artistic, creative and technical skills necessary to the production of these live events. Also, this subsector contains four industries for performing arts companies. Each is defined on the basis of the particular skills of the entertainers involved in the presentations.

The industry structure for this subsector makes a clear distinction between performing arts companies and performing artists (i.e., independent or freelance). Although not unique to arts and entertainment, freelancing is a particularly important phenomenon in this Performing Arts, Spectator Sports, and Related Industries subsector. Distinguishing this activity from the production activity is a meaningful process differentiation. This approach, however, is difficult to implement in the case of musical groups (i.e., companies) and artists, especially pop groups. These establishments tend to be more loosely organized, and it can be difficult to distinguish companies from freelancers. For this reason, NAICS includes one industry that covers both musical groups and musical artists.

This subsector contains two industries for Industry Group 7113, Promoters of Performing Arts, Sports, and Similar Events, one for those that operate facilities and another for those that do not. This is because there are significant differences in cost structures between those promoters that manage and provide the staff to operate facilities and those that do not. In addition to promoters without facilities, other industries in this subsector include establishments that may operate without permanent facilities. These types of establishments include: performing arts companies, musical groups and artists, spectator sports, and independent (i.e., freelance) artists, writers, and performers.

Excluded from this subsector are nightclubs. Some nightclubs promote live entertainment on a regular basis, and it can be argued that they could be classified in Industry Group 7113, Promoters of Performing Arts, Sports, and Similar Events with Facilities. However, since most of these establishments function as any other drinking place when they do not promote entertainment and because most of their revenue is derived from sale of food and beverages, they are classified in Subsector 722, Food Services and Drinking Places.

7111 PERFORMING ARTS COMPANIES

This industry group comprises establishments primarily engaged in producing live presentations involving the performances of actors and actresses, singers, dancers, musical groups and artists, and other performing artists.

71111 THEATER COMPANIES AND DINNER THEATERS

This industry comprises (1) companies, groups, or theaters primarily engaged in producing the following live theatrical presentations: musicals; operas; plays; and comedy, improvisational, mime, and puppet shows and (2) establishments, commonly known as dinner theaters, engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.

71110 THEATER COMPANIES AND DINNER THEATERS

This industry comprises (1) companies, groups, or theaters primarily engaged in producing the following live theatrical presentations: musicals; operas; plays; and comedy, improvisational, mime, and puppet shows and (2) establishments, commonly known as dinner theaters, engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.

71112 DANCE COMPANIES

This industry comprises companies, groups, or theaters primarily engaged in producing all types of live theatrical dance (e.g., ballet, contemporary dance, folk dance) presentations. Dance companies or groups may or may not operate their own theater or other facility for staging their shows.

71120 DANCE COMPANIES

This industry comprises companies, groups, or theaters primarily engaged in producing all types of live theatrical dance (e.g., ballet, contemporary dance, folk dance) presentations. Dance companies or groups may or may not operate their own theater or other facility for staging their shows.

71113 MUSICAL GROUPS AND ARTISTS

This industry comprises (1) groups primarily engaged in producing live musical entertainment (except theatrical musical or opera productions) and (2) independent (i.e., freelance) artists primarily engaged in providing live musical entertainment. Musical groups and artists may perform in front of a live audience or in a studio, and may or may not operate their own facilities for staging their shows.

71130 MUSICAL GROUPS AND ARTISTS

This industry comprises (1) groups primarily engaged in producing live musical entertainment (except theatrical musical or opera productions) and (2) independent (i.e., freelance) artists primarily engaged in providing live musical entertainment. Musical groups and artists may perform in front of a live audience or in a studio, and may or may not operate their own facilities for staging their shows.

71119 OTHER PERFORMING ARTS COMPANIES

This industry comprises companies or groups (except theater companies, dance companies, musical groups, and artists) primarily engaged in producing live theatrical presentations.

71190 OTHER PERFORMING ARTS COMPANIES

This industry comprises companies or groups (except theater companies, dance companies, musical groups, and artists) primarily engaged in producing live theatrical presentations.

7112 SPECTATOR SPORTS

This industry comprises (1) sports teams or clubs primarily participating in live sporting events before a paying audience; (2) establishments primarily engaged in operating racetracks; (3) independent athletes engaged in participating in live sporting or racing events before a paying audience; (4) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (5) establishments, such as sports trainers, primarily engaged in providing specialized services to support participants in sports events or competitions. The sports teams and clubs included in this industry may or may not operate their own arena, stadium, or other facility for presenting their games or other spectator sports events.

71121 SPECTATOR SPORTS

This industry comprises (1) sports teams or clubs primarily participating in live sporting events before a paying audience; (2) establishments primarily engaged in operating racetracks; (3) independent athletes engaged in participating in live sporting or racing events before a paying audience; (4) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (5) establishments, such as sports trainers, primarily engaged in providing specialized services to support participants in sports events or competitions. The sports teams and clubs included in this industry may or may not operate their own arena, stadium, or other facility for presenting their games or other spectator sports events.

711211 SPORTS TEAMS AND CLUBS

This industry comprises professional or semiprofessional sports teams or clubs primarily engaged in participating in live sporting events, such as baseball, basketball, football, hockey, soccer, and jai alai games before a paying audience. These establishments may or may not operate their own arena, stadium, or other facility for presenting these events.

711212 RACETRACKS

This industry comprises establishments primarily engaged in operating racetracks. These establishments may also present and /or promote the events, such as auto, dog, and horse races, held in these facilities.

711219 OTHER SPECTATOR SPORTS

This industry comprises (1) independent athletes, such as professional or semiprofessional golfers, boxers, and race car drivers, primarily engaged in participating in live sporting or racing events before a paying audience; (2) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (3) establishments, such as sports trainers, primarily engaged in providing specialized services required to support participants in sports events or competitions.

7113 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS

This industry group includes establishments classified in the following industries: 71131, Promoters of Performing Arts, Sports, and Similar Events with Facilities, and 71132, Promoters of Performing Arts, Sports, and Similar Events without Facilities.

71131 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITH FACILITIES

This industry comprises establishments primarily engaged in (1) organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, held in facilities that they manage and operate and/or (2) managing and providing the staff to operate arenas, stadiums, theaters, or other related facilities for rent to other promoters.

711310 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITH FACILITIES

This industry comprises establishments primarily engaged in (1) organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, held in facilities that they manage and operate and/or (2) managing and providing the staff to operate arenas, stadiums, theaters, or other related facilities for rent to other promoters.

71132 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITHOUT FACILITIES

This industry comprises promoters primarily engaged in organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, in facilities that are managed and operated by others. Theatrical (except motion picture) booking agencies are included in this industry.

711320 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITHOUT FACILITIES

This industry comprises promoters primarily engaged in organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, in facilities that are managed and operated by others. Theatrical (except motion picture) booking agencies are included in this industry.

7114 AGENTS AND MANAGERS FOR ARTISTS, ATHLETES, ENTERTAINERS, AND OTHER PUBLIC FIGURES

This industry comprises establishments of agents and managers primarily engaged in representing and/or managing creative and performing artists, sports figures, entertainers, and other public figures. The representation and management includes activities such as representing clients in contract negotiations; managing or organizing client's financial affairs; and generally promoting the careers of their clients.

71141 AGENTS AND MANAGERS FOR ARTISTS, ATHLETES, ENTERTAINERS, AND OTHER PUBLIC FIGURES

This industry comprises establishments of agents and managers primarily engaged in representing and/or managing creative and performing artists, sports figures, entertainers, and other public figures. The representation and management includes activities such as representing clients in contract negotiations; managing or organizing client's financial affairs; and generally promoting the careers of their clients.

711410 AGENTS AND MANAGERS FOR ARTISTS, ATHLETES, ENTERTAINERS, AND OTHER PUBLIC FIGURES

This industry comprises establishments of agents and managers primarily engaged in representing and/or managing creative and performing artists, sports figures, entertainers, and other public figures. The representation and management includes activities such as representing clients in contract negotiations; managing or organizing client's financial affairs; and generally promoting the careers of their clients.

7115 INDEPENDENT ARTISTS, WRITERS, AND PERFORMERS

This industry comprises independent (i.e., freelance) individuals primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions. This industry also includes athletes and other celebrities exclusively engaged in endorsing products and making speeches or public appearances for which they receive a fee.

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PART 2. 1997 NAICS

711 PERFORMING ARTS, SPECTATOR SPORTS, AND RELATED INDUSTRIES

Industries in the Performing Arts, Spectator Sports, and Related Industries subsector group establishments that produce or organize and promote live presentations involving the performances of actors and actresses, singers, dancers, musical groups and artists, athletes, and other entertainers, including independent (i.e., freelance) entertainers and the establishments that manage their careers. The classification recognizes four basic processes: (1) producing (i.e., presenting) events; (2) organizing, managing, and/or promoting events; (3) managing and representing entertainers; and (4) providing the artistic, creative and technical skills necessary to the production of these live events. Also, this subsector contains four industries for performing arts companies. Each is defined on the basis of the particular skills of the entertainers involved in the presentations.

The industry structure for this subsector makes a clear distinction between performing arts companies and performing artists (i.e., independent or freelance). Although not unique to arts and entertainment, freelancing is a particularly important phenomenon in this Performing Arts, Spectator Sports, and Related Industries subsector. Distinguishing this activity from the production activity is a meaningful process differentiation. This approach, however, is difficult to implement in the case of musical groups (i.e., companies) and artists, especially pop groups. These establishments tend to be more loosely organized, and it can be difficult to distinguish companies from freelancers. For this reason, NAICS includes one industry that covers both musical groups and musical artists.

This subsector contains two industries for Industry Group 7113, Promoters of Performing Arts, Sports, and Similar Events, one for those that operate facilities and another for those that do not. This is because there are significant differences in cost structures between those promoters that manage and provide the staff to operate facilities and those that do not. In addition to promoters without facilities, other industries in this subsector include establishments that may operate without permanent facilities. These types of establishments include: performing arts companies, musical groups and artists, spectator sports, and independent (i.e., freelance) artists, writers, and performers.

Excluded from this subsector are nightclubs. Some nightclubs promote live entertainment on a regular basis, and it can be argued that they could be classified in Industry Group 7113, Promoters of Performing Arts, Sports, and Similar Events with Facilities. However, since most of these establishments function as any other drinking place when they do not promote entertainment and because most of their revenue is derived from sale of food and beverages, they are classified in Subsector 722, Food Services and Drinking Places.

7111 PERFORMING ARTS COMPANIES

This industry group comprises establishments primarily engaged in producing live presentations involving the performances of actors and actresses, singers, dancers, musical groups and artists, and other performing artists.

71111 THEATER COMPANIES AND DINNER THEATERS

This industry comprises (1) companies, groups, or theaters primarily engaged in producing the following live theatrical presentations: musicals; operas; plays; and comedy, improvisational, mime, and puppet shows and (2) establishments, commonly known as dinner theaters, engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.

71110 THEATER COMPANIES AND DINNER THEATERS

This industry comprises (1) companies, groups, or theaters primarily engaged in producing the following live theatrical presentations: musicals; operas; plays; and comedy, improvisational, mime, and puppet shows and (2) establishments, commonly known as dinner theaters, engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.

71112 DANCE COMPANIES

This industry comprises companies, groups, or theaters primarily engaged in producing all types of live theatrical dance (e.g., ballet, contemporary dance, folk dance) presentations. Dance companies or groups may or may not operate their own theater or other facility for staging their shows.

71120 DANCE COMPANIES

This industry comprises companies, groups, or theaters primarily engaged in producing all types of live theatrical dance (e.g., ballet, contemporary dance, folk dance) presentations. Dance companies or groups may or may not operate their own theater or other facility for staging their shows.

71113 MUSICAL GROUPS AND ARTISTS

This industry comprises (1) groups primarily engaged in producing live musical entertainment (except theatrical musical or opera productions) and (2) independent (i.e., freelance) artists primarily engaged in providing live musical entertainment. Musical groups and artists may perform in front of a live audience or in a studio, and may or may not operate their own facilities for staging their shows.

71130 MUSICAL GROUPS AND ARTISTS

This industry comprises (1) groups primarily engaged in producing live musical entertainment (except theatrical musical or opera productions) and (2) independent (i.e., freelance) artists primarily engaged in providing live musical entertainment. Musical groups and artists may perform in front of a live audience or in a studio, and may or may not operate their own facilities for staging their shows.

71119 OTHER PERFORMING ARTS COMPANIES

This industry comprises companies or groups (except theater companies, dance companies, musical groups, and artists) primarily engaged in producing live theatrical presentations.

71190 OTHER PERFORMING ARTS COMPANIES

This industry comprises companies or groups (except theater companies, dance companies, musical groups, and artists) primarily engaged in producing live theatrical presentations.

7112 SPECTATOR SPORTS

This industry comprises (1) sports teams or clubs primarily participating in live sporting events before a paying audience; (2) establishments primarily engaged in operating racetracks; (3) independent athletes engaged in participating in live sporting or racing events before a paying audience; (4) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (5) establishments, such as sports trainers, primarily engaged in providing specialized services to support participants in sports events or competitions. The sports teams and clubs included in this industry may or may not operate their own arena, stadium, or other facility for presenting their games or other spectator sports events.

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This industry comprises (1) sports teams or clubs primarily participating in live sporting events before a paying audience; (2) establishments primarily engaged in operating racetracks; (3) independent athletes engaged in participating in live sporting or racing events before a paying audience; (4) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (5) establishments, such as sports trainers, primarily engaged in providing specialized services to support participants in sports events or competitions. The sports teams and clubs included in this industry may or may not operate their own arena, stadium, or other facility for presenting their games or other spectator sports events.

711211 SPORTS TEAMS AND CLUBS

This industry comprises professional or semiprofessional sports teams or clubs primarily engaged in participating in live sporting events, such as baseball, basketball, football, hockey, soccer, and jai alai games before a paying audience. These establishments may or may not operate their own arena, stadium, or other facility for presenting these events.

711212 RACETRACKS

This industry comprises establishments primarily engaged in operating racetracks. These establishments may also present and /or promote the events, such as auto, dog, and horse races, held in these facilities.

711219 OTHER SPECTATOR SPORTS

This industry comprises (1) independent athletes, such as professional or semiprofessional golfers, boxers, and race car drivers, primarily engaged in participating in live sporting or racing events before a paying audience; (2) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (3) establishments, such as sports trainers, primarily engaged in providing specialized services required to support participants in sports events or competitions.

7113 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS

This industry group includes establishments classified in the following industries: 71131, Promoters of Performing Arts, Sports, and Similar Events with Facilities, and 71132, Promoters of Performing Arts, Sports, and Similar Events without Facilities.

71131 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITH FACILITIES

This industry comprises establishments primarily engaged in (1) organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, held in facilities that they manage and operate and/or (2) managing and providing the staff to operate arenas, stadiums, theaters, or other related facilities for rent to other promoters.

711310 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITH FACILITIES

This industry comprises establishments primarily engaged in (1) organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, held in facilities that they manage and operate and/or (2) managing and providing the staff to operate arenas, stadiums, theaters, or other related facilities for rent to other promoters.

71132 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITHOUT FACILITIES

This industry comprises promoters primarily engaged in organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, in facilities that are managed and operated by others. Theatrical (except motion picture) booking agencies are included in this industry.

711320 PROMOTERS OF PERFORMING ARTS, SPORTS, AND SIMILAR EVENTS WITHOUT FACILITIES

This industry comprises promoters primarily engaged in organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, in facilities that are managed and operated by others. Theatrical (except motion picture) booking agencies are included in this industry.

7114 AGENTS AND MANAGERS FOR ARTISTS, ATHLETES, ENTERTAINERS, AND OTHER PUBLIC FIGURES

This industry comprises establishments of agents and managers primarily engaged in representing and/or managing creative and performing artists, sports figures, entertainers, and other public figures. The representation and management includes activities such as representing clients in contract negotiations; managing or organizing client's financial affairs; and generally promoting the careers of their clients.

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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/revenue, 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/revenue of establishments covered in the census. Data on receipts/revenue, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
 - b. All taxable nonemployers, i.e., all firms subject to federal income tax 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. There were no changes between the 2002 edition and the 1997 edition affecting this sector. 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.

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

METHOD OF ASSIGNING TAX STATUS

For kind-of-business classifications where there were substantial numbers of taxable and tax-exempt establishments, establishments were classified based on the federal income tax filing requirement for the establishment or organization. This classification was based primarily on the response to an inquiry on the census report form. Establishments that indicated that all or part of their income was exempt from federal income tax under provisions of section 501 of the Internal Revenue Service (IRS) code were classified as tax-exempt; establishments indicating no such exemption were classified as taxable. All government-operated hospitals were classified as tax-exempt. For establishments without a report form, the tax status classification was based on administrative records of other federal agencies.

For selected kind-of-business classifications that are comprised primarily of tax-exempt establishments, all establishments in those classifications were defined as tax-exempt. All establishments in the remaining kind-of-business classifications (comprised primarily of taxable establishments) were defined as taxable.

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/revenue from administrative records.” This includes receipts/revenue information obtained from administrative records of other federal agencies. The “Percent of receipts/revenue estimated” includes receipts/revenue 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/revenue, 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/revenue of all establishments included in the category. In a few cases, expansion on the basis of the receipts/revenue 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/revenue of establishments responding to the industry-specific inquiry as a percent of total receipts/revenue 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/revenue 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 musical theater company (NAICS 711110) and a dance company (NAICS 711120) – would be treated as two one-establishment firms at the most detailed NAICS level, and as a two-establishment firm in NAICS 7111.

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.

