

Museums, Historical Sites, and Similar Institutions: 2002

Issued July 2004

EC02-711-02

2002 Economic Census

Arts, Entertainment, and Recreation

Industry Series



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

Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



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Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

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

INDUSTRY CLASSIFICATIONS

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

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

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

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

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

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

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

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

BASIS OF REPORTING

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

GEOGRAPHIC AREA CODING

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

AVAILABILITY OF ADDITIONAL DATA

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

HISTORICAL INFORMATION

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

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

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

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

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

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

SOURCES FOR MORE INFORMATION

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

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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 admini-strative records ¹ | Estimated ² |
| ALL ESTABLISHMENTS | | | | | | | | | |
| 712 | Museums, historical sites, and similar institutions | 6 651 | 8 576 502 | N | 2 912 368 | 698 344 | 121 976 | 7.4 | 4.8 |
| 7121 | Museums, historical sites, and similar institutions . . . | 6 651 | 8 576 502 | N | 2 912 368 | 698 344 | 121 976 | 7.4 | 4.8 |
| 71211 | Museums | 4 535 | 5 871 361 | N | 1 989 863 | 483 791 | 81 557 | 6.1 | 4.4 |
| 712110 | Museums | 4 535 | 5 871 361 | N | 1 989 863 | 483 791 | 81 557 | 6.1 | 4.4 |
| 71212 | Historical sites | 990 | 540 094 | N | 181 219 | 40 900 | 9 977 | 13.7 | 7.3 |
| 712120 | Historical sites | 990 | 540 094 | N | 181 219 | 40 900 | 9 977 | 13.7 | 7.3 |
| 71213 | Zoos and botanical gardens | 555 | 1 812 174 | N | 629 919 | 149 469 | 25 372 | 8.0 | 3.6 |
| 712130 | Zoos and botanical gardens | 555 | 1 812 174 | N | 629 919 | 149 469 | 25 372 | 8.0 | 3.6 |
| 71219 | Nature parks and other similar institutions | 571 | 352 873 | N | 111 367 | 24 184 | 5 070 | 17.9 | 14.9 |
| 712190 | Nature parks and other similar institutions | 571 | 352 873 | N | 111 367 | 24 184 | 5 070 | 17.9 | 14.9 |
| ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX | | | | | | | | | |
| 712 | Museums, historical sites, and similar institutions | 5 785 | 7 829 221 | 7 232 712 | 2 708 373 | 653 735 | 112 017 | 6.9 | 4.3 |
| 7121 | Museums, historical sites, and similar institutions . . . | 5 785 | 7 829 221 | 7 232 712 | 2 708 373 | 653 735 | 112 017 | 6.9 | 4.3 |
| 71211 | Museums | 4 120 | 5 502 232 | 5 145 226 | 1 896 256 | 463 126 | 77 763 | 5.6 | 3.9 |
| 712110 | Museums | 4 120 | 5 502 232 | 5 145 226 | 1 896 256 | 463 126 | 77 763 | 5.6 | 3.9 |
| 71212 | Historical sites | 907 | 499 785 | 449 550 | 167 810 | 38 009 | 9 125 | 12.4 | 7.6 |
| 712120 | Historical sites | 907 | 499 785 | 449 550 | 167 810 | 38 009 | 9 125 | 12.4 | 7.6 |
| 71213 | Zoos and botanical gardens | 361 | 1 588 476 | 1 448 395 | 568 855 | 135 725 | 21 984 | 8.1 | 2.3 |
| 712130 | Zoos and botanical gardens | 361 | 1 588 476 | 1 448 395 | 568 855 | 135 725 | 21 984 | 8.1 | 2.3 |
| 71219 | Nature parks and other similar institutions | 397 | 238 728 | 189 541 | 75 452 | 16 875 | 3 145 | 17.1 | 19.8 |
| 712190 | Nature parks and other similar institutions | 397 | 238 728 | 189 541 | 75 452 | 16 875 | 3 145 | 17.1 | 19.8 |
| ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX | | | | | | | | | |
| 712 | Museums, historical sites, and similar institutions | 866 | 747 281 | N | 203 995 | 44 609 | 9 959 | 13.3 | 10.4 |
| 7121 | Museums, historical sites, and similar institutions . . . | 866 | 747 281 | N | 203 995 | 44 609 | 9 959 | 13.3 | 10.4 |
| 71211 | Museums | 415 | 369 129 | N | 93 607 | 20 665 | 3 794 | 13.2 | 11.6 |
| 712110 | Museums | 415 | 369 129 | N | 93 607 | 20 665 | 3 794 | 13.2 | 11.6 |
| 71212 | Historical sites | 83 | 40 309 | N | 13 409 | 2 891 | 852 | 29.6 | 2.9 |
| 712120 | Historical sites | 83 | 40 309 | N | 13 409 | 2 891 | 852 | 29.6 | 2.9 |
| 71213 | Zoos and botanical gardens | 194 | 223 698 | N | 61 064 | 13 744 | 3 388 | 7.4 | 12.9 |
| 712130 | Zoos and botanical gardens | 194 | 223 698 | N | 61 064 | 13 744 | 3 388 | 7.4 | 12.9 |
| 71219 | Nature parks and other similar institutions | 174 | 114 145 | N | 35 915 | 7 309 | 1 925 | 19.4 | 4.6 |
| 712190 | Nature parks and other similar institutions | 174 | 114 145 | N | 35 915 | 7 309 | 1 925 | 19.4 | 4.6 |

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 | | | | | |
| 712 | Museums, historical sites, and similar institutions | 6 651 | 8 576 502 | 2 912 368 | 121 976 |
| | 2002.. | | | | |
| | 1997.. | 5 580 | 6 763 989 | 1 837 153 | 91 776 |
| 7121 | Museums, historical sites, and similar institutions | 6 651 | 8 576 502 | 2 912 368 | 121 976 |
| | 2002.. | | | | |
| | 1997.. | 5 580 | 6 763 989 | 1 837 153 | 91 776 |
| 71211 | Museums | 4 535 | 5 871 361 | 1 989 863 | 81 557 |
| | 2002.. | | | | |
| | 1997.. | 3 860 | 4 788 424 | 1 265 185 | 63 097 |
| 712110 | Museums | 4 535 | 5 871 361 | 1 989 863 | 81 557 |
| | 2002.. | | | | |
| | 1997.. | 3 860 | 4 788 424 | 1 265 185 | 63 097 |
| 71212 | Historical sites | 990 | 540 094 | 181 219 | 9 977 |
| | 2002.. | | | | |
| | 1997.. | 892 | 370 068 | 110 796 | 7 684 |
| 712120 | Historical sites | 990 | 540 094 | 181 219 | 9 977 |
| | 2002.. | | | | |
| | 1997.. | 892 | 370 068 | 110 796 | 7 684 |
| 71213 | Zoos and botanical gardens | 555 | 1 812 174 | 629 919 | 25 372 |
| | 2002.. | | | | |
| | 1997.. | 386 | 1 375 936 | 393 174 | 17 372 |
| 712130 | Zoos and botanical gardens | 555 | 1 812 174 | 629 919 | 25 372 |
| | 2002.. | | | | |
| | 1997.. | 386 | 1 375 936 | 393 174 | 17 372 |
| 71219 | Nature parks and other similar institutions | 571 | 352 873 | 111 367 | 5 070 |
| | 2002.. | | | | |
| | 1997.. | 442 | 229 561 | 67 998 | 3 623 |
| 712190 | Nature parks and other similar institutions | 571 | 352 873 | 111 367 | 5 070 |
| | 2002.. | | | | |
| | 1997.. | 442 | 229 561 | 67 998 | 3 623 |
| ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX | | | | | |
| 712 | Museums, historical sites, and similar institutions | 5 785 | 7 829 221 | 2 708 373 | 112 017 |
| | 2002.. | | | | |
| | 1997.. | 4 793 | 6 280 306 | 1 714 749 | 84 495 |
| 7121 | Museums, historical sites, and similar institutions | 5 785 | 7 829 221 | 2 708 373 | 112 017 |
| | 2002.. | | | | |
| | 1997.. | 4 793 | 6 280 306 | 1 714 749 | 84 495 |
| 71211 | Museums | 4 120 | 5 502 232 | 1 896 256 | 77 763 |
| | 2002.. | | | | |
| | 1997.. | 3 434 | 4 529 209 | 1 212 493 | 60 122 |
| 712110 | Museums | 4 120 | 5 502 232 | 1 896 256 | 77 763 |
| | 2002.. | | | | |
| | 1997.. | 3 434 | 4 529 209 | 1 212 493 | 60 122 |
| 71212 | Historical sites | 907 | 499 785 | 167 810 | 9 125 |
| | 2002.. | | | | |
| | 1997.. | 814 | 342 606 | 101 489 | 6 757 |
| 712120 | Historical sites | 907 | 499 785 | 167 810 | 9 125 |
| | 2002.. | | | | |
| | 1997.. | 814 | 342 606 | 101 489 | 6 757 |
| 71213 | Zoos and botanical gardens | 361 | 1 588 476 | 568 855 | 21 984 |
| | 2002.. | | | | |
| | 1997.. | 269 | 1 279 021 | 364 274 | 15 727 |
| 712130 | Zoos and botanical gardens | 361 | 1 588 476 | 568 855 | 21 984 |
| | 2002.. | | | | |
| | 1997.. | 269 | 1 279 021 | 364 274 | 15 727 |
| 71219 | Nature parks and other similar institutions | 397 | 238 728 | 75 452 | 3 145 |
| | 2002.. | | | | |
| | 1997.. | 276 | 129 470 | 36 493 | 1 889 |
| 712190 | Nature parks and other similar institutions | 397 | 238 728 | 75 452 | 3 145 |
| | 2002.. | | | | |
| | 1997.. | 276 | 129 470 | 36 493 | 1 889 |
| ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX | | | | | |
| 712 | Museums, historical sites, and similar institutions | 866 | 747 281 | 203 995 | 9 959 |
| | 2002.. | | | | |
| | 1997.. | 787 | 483 683 | 122 404 | 7 281 |
| 7121 | Museums, historical sites, and similar institutions | 866 | 747 281 | 203 995 | 9 959 |
| | 2002.. | | | | |
| | 1997.. | 787 | 483 683 | 122 404 | 7 281 |
| 71211 | Museums | 415 | 369 129 | 93 607 | 3 794 |
| | 2002.. | | | | |
| | 1997.. | 426 | 259 215 | 52 692 | 2 975 |
| 712110 | Museums | 415 | 369 129 | 93 607 | 3 794 |
| | 2002.. | | | | |
| | 1997.. | 426 | 259 215 | 52 692 | 2 975 |
| 71212 | Historical sites | 83 | 40 309 | 13 409 | 852 |
| | 2002.. | | | | |
| | 1997.. | 78 | 27 462 | 9 307 | 927 |
| 712120 | Historical sites | 83 | 40 309 | 13 409 | 852 |
| | 2002.. | | | | |
| | 1997.. | 78 | 27 462 | 9 307 | 927 |
| 71213 | Zoos and botanical gardens | 194 | 223 698 | 61 064 | 3 388 |
| | 2002.. | | | | |
| | 1997.. | 117 | 96 915 | 28 900 | 1 645 |
| 712130 | Zoos and botanical gardens | 194 | 223 698 | 61 064 | 3 388 |
| | 2002.. | | | | |
| | 1997.. | 117 | 96 915 | 28 900 | 1 645 |
| 71219 | Nature parks and other similar institutions | 174 | 114 145 | 35 915 | 1 925 |
| | 2002.. | | | | |
| | 1997.. | 166 | 100 091 | 31 505 | 1 734 |
| 712190 | Nature parks and other similar institutions | 174 | 114 145 | 35 915 | 1 925 |
| | 2002.. | | | | |
| | 1997.. | 166 | 100 091 | 31 505 | 1 734 |

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 | | | | | | |
| 712 | | Museums, historical sites, and similar institutions | 6 651 | X | 8 576 502 | X | 100.0 | 77.9 |
| | 30400 | Membership dues | 4 370 | | 6 618 222 | 7.0 | 5.4 | X |
| | 30500 | Admissions, excluding admission taxes | 4 332 | | 7 453 834 | 20.0 | 17.4 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 494 | | 2 627 131 | 1.7 | .5 | X |
| | 30570 | Sales of programs | 1 882 | | 3 583 772 | 8.0 | 3.4 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 2 550 | | 5 510 702 | 2.9 | 1.9 | X |
| | 39000 | Merchandise sales | 4 760 | | 7 471 003 | 11.9 | 10.3 | 75.6 |
| | 39016 | Sales of other merchandise, not specified by type | 4 760 | | 7 471 003 | 11.9 | 10.3 | X |
| | 39200 | Sales of food and beverages | 1 765 | | 4 365 183 | 7.4 | 3.8 | 68.6 |
| | 39201 | Sales of food and nonalcoholic beverages | 1 698 | | 4 308 119 | 7.1 | 3.6 | X |
| | 39202 | Sales of alcoholic beverages | 347 | | 1 606 894 | 1.1 | .2 | X |
| | 39500 | All other receipts | 2 453 | | 5 532 885 | 7.2 | 4.7 | 75.4 |
| | 39511 | All other operating receipts | 2 453 | | 5 532 885 | 7.2 | 4.7 | X |
| | 39700 | Contributions, gifts, and grants: Government | 3 542 | | 6 097 846 | 18.1 | 12.9 | X |
| | 39710 | Contributions, gifts, and grants: Private | 5 176 | | 7 318 999 | 35.6 | 30.4 | X |
| | 39720 | Investment income, including interest and dividends | 3 644 | | 6 320 218 | 9.4 | 6.9 | X |
| | 39900 | All other revenue | 2 380 | | 4 116 932 | 10.7 | 5.1 | 76.1 |
| | 39909 | All other revenue | 2 380 | | 4 116 932 | 10.7 | 5.1 | X |
| 7121 | | Museums, historical sites, and similar institutions | 6 651 | X | 8 576 502 | X | 100.0 | 77.9 |
| | 30400 | Membership dues | 4 370 | | 6 618 222 | 7.0 | 5.4 | X |
| | 30500 | Admissions, excluding admission taxes | 4 332 | | 7 453 834 | 20.0 | 17.4 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 494 | | 2 627 131 | 1.7 | .5 | X |
| | 30570 | Sales of programs | 1 882 | | 3 583 772 | 8.0 | 3.4 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 2 550 | | 5 510 702 | 2.9 | 1.9 | X |
| | 39000 | Merchandise sales | 4 760 | | 7 471 003 | 11.9 | 10.3 | 75.6 |
| | 39016 | Sales of other merchandise, not specified by type | 4 760 | | 7 471 003 | 11.9 | 10.3 | X |
| | 39200 | Sales of food and beverages | 1 765 | | 4 365 183 | 7.4 | 3.8 | 68.6 |
| | 39201 | Sales of food and nonalcoholic beverages | 1 698 | | 4 308 119 | 7.1 | 3.6 | X |
| | 39202 | Sales of alcoholic beverages | 347 | | 1 606 894 | 1.1 | .2 | X |
| | 39500 | All other receipts | 2 453 | | 5 532 885 | 7.2 | 4.7 | 75.4 |
| | 39511 | All other operating receipts | 2 453 | | 5 532 885 | 7.2 | 4.7 | X |
| | 39700 | Contributions, gifts, and grants: Government | 3 542 | | 6 097 846 | 18.1 | 12.9 | X |
| | 39710 | Contributions, gifts, and grants: Private | 5 176 | | 7 318 999 | 35.6 | 30.4 | X |
| | 39720 | Investment income, including interest and dividends | 3 644 | | 6 320 218 | 9.4 | 6.9 | X |
| | 39900 | All other revenue | 2 380 | | 4 116 932 | 10.7 | 5.1 | 76.1 |
| | 39909 | All other revenue | 2 380 | | 4 116 932 | 10.7 | 5.1 | X |
| 71211 | | Museums | 4 535 | X | 5 871 361 | X | 100.0 | 78.2 |
| | 30400 | Membership dues | 3 291 | | 4 745 633 | 5.9 | 4.8 | X |
| | 30500 | Admissions, excluding admission taxes | 2 996 | | 5 169 111 | 15.4 | 13.5 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 410 | | 2 189 026 | 1.8 | .7 | X |
| | 30570 | Sales of programs | 1 349 | | 2 571 263 | 9.0 | 4.0 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 1 814 | | 3 974 350 | 2.7 | 1.8 | X |
| | 39000 | Merchandise sales | 3 379 | | 5 299 327 | 12.0 | 10.8 | 76.8 |
| | 39016 | Sales of other merchandise, not specified by type | 3 379 | | 5 299 327 | 12.0 | 10.8 | X |
| | 39200 | Sales of food and beverages | 1 091 | | 2 638 224 | 5.7 | 2.6 | 64.7 |
| | 39201 | Sales of food and nonalcoholic beverages | 1 028 | | 2 582 259 | 5.4 | 2.4 | X |
| | 39202 | Sales of alcoholic beverages | 253 | | 1 127 601 | 1.0 | .2 | X |
| | 39500 | All other receipts | 1 659 | | 3 812 128 | 6.9 | 4.5 | 77.4 |
| | 39511 | All other operating receipts | 1 659 | | 3 812 128 | 6.9 | 4.5 | X |
| | 39700 | Contributions, gifts, and grants: Government | 2 679 | | 4 573 235 | 16.6 | 12.9 | X |
| | 39710 | Contributions, gifts, and grants: Private | 3 736 | | 5 293 477 | 37.2 | 33.5 | X |
| | 39720 | Investment income, including interest and dividends | 2 581 | | 4 605 093 | 9.9 | 7.8 | X |
| | 39900 | All other revenue | 1 742 | | 2 872 495 | 11.5 | 5.6 | 76.8 |
| | 39909 | All other revenue | 1 742 | | 2 872 495 | 11.5 | 5.6 | X |
| 712110 | | Museums | 4 535 | X | 5 871 361 | X | 100.0 | 78.2 |
| | 30400 | Membership dues | 3 291 | | 4 745 633 | 5.9 | 4.8 | X |
| | 30500 | Admissions, excluding admission taxes | 2 996 | | 5 169 111 | 15.4 | 13.5 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 410 | | 2 189 026 | 1.8 | .7 | X |
| | 30570 | Sales of programs | 1 349 | | 2 571 263 | 9.0 | 4.0 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 1 814 | | 3 974 350 | 2.7 | 1.8 | X |
| | 39000 | Merchandise sales | 3 379 | | 5 299 327 | 12.0 | 10.8 | 76.8 |
| | 39016 | Sales of other merchandise, not specified by type | 3 379 | | 5 299 327 | 12.0 | 10.8 | X |
| | 39200 | Sales of food and beverages | 1 091 | | 2 638 224 | 5.7 | 2.6 | 64.7 |
| | 39201 | Sales of food and nonalcoholic beverages | 1 028 | | 2 582 259 | 5.4 | 2.4 | X |
| | 39202 | Sales of alcoholic beverages | 253 | | 1 127 601 | 1.0 | .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. | | | | | | |
| 712110 | | Museums—Con. | | | | | | |
| | 39500 | All other receipts | 1 659 | 3 812 128 | 263 912 | 6.9 | 4.5 | 77.4 |
| | 39511 | All other operating receipts | 1 659 | 3 812 128 | 263 912 | 6.9 | 4.5 | X |
| | 39700 | Contributions, gifts, and grants: Government | 2 679 | 4 573 235 | 758 860 | 16.6 | 12.9 | X |
| | 39710 | Contributions, gifts, and grants: Private | 3 736 | 5 293 477 | 1 966 808 | 37.2 | 33.5 | X |
| | 39720 | Investment income, including interest and dividends | 2 581 | 4 605 093 | 457 836 | 9.9 | 7.8 | X |
| | 39900 | All other revenue | 1 742 | 2 872 495 | 331 341 | 11.5 | 5.6 | 76.8 |
| | 39909 | All other revenue | 1 742 | 2 872 495 | 331 341 | 11.5 | 5.6 | X |
| 71212 | | Historical sites | 990 | X | 540 094 | X | 100.0 | 77.2 |
| | 30400 | Membership dues | 601 | 261 562 | 21 021 | 8.0 | 3.9 | X |
| | 30500 | Admissions, excluding admission taxes | 582 | 416 492 | 123 100 | 29.6 | 22.8 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 62 | 55 073 | 1 469 | 2.7 | .3 | X |
| | 30570 | Sales of programs | 194 | 98 108 | 11 540 | 11.8 | 2.1 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 366 | 279 782 | 16 993 | 6.1 | 3.1 | X |
| | 39000 | Merchandise sales | 600 | 394 198 | 51 384 | 13.0 | 9.5 | 70.7 |
| | 39016 | Sales of other merchandise, not specified by type | 600 | 394 198 | 51 384 | 13.0 | 9.5 | X |
| | 39200 | Sales of food and beverages | 199 | 265 707 | 41 526 | 15.6 | 7.7 | 73.2 |
| | 39201 | Sales of food and nonalcoholic beverages | 197 | 264 985 | 38 694 | 14.6 | 7.2 | X |
| | 39202 | Sales of alcoholic beverages | 35 | 89 558 | 2 832 | 3.2 | .5 | X |
| | 39500 | All other receipts | 358 | 200 170 | 29 966 | 15.0 | 5.5 | 56.8 |
| | 39511 | All other operating receipts | 358 | 200 170 | 29 966 | 15.0 | 5.5 | X |
| | 39700 | Contributions, gifts, and grants: Government | 515 | 255 760 | 52 521 | 20.5 | 9.7 | X |
| | 39710 | Contributions, gifts, and grants: Private | 753 | 448 712 | 138 273 | 30.8 | 25.6 | X |
| | 39720 | Investment income, including interest and dividends | 555 | 397 769 | 26 852 | 6.8 | 5.0 | X |
| | 39730 | Gains (losses) from assets sold | 126 | 181 232 | 2 529 | 1.4 | .5 | X |
| | 39900 | All other revenue | 361 | 238 642 | 22 920 | 9.6 | 4.2 | 68.5 |
| | 39909 | All other revenue | 361 | 238 642 | 22 920 | 9.6 | 4.2 | X |
| 712120 | | Historical sites | 990 | X | 540 094 | X | 100.0 | 77.2 |
| | 30400 | Membership dues | 601 | 261 562 | 21 021 | 8.0 | 3.9 | X |
| | 30500 | Admissions, excluding admission taxes | 582 | 416 492 | 123 100 | 29.6 | 22.8 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 62 | 55 073 | 1 469 | 2.7 | .3 | X |
| | 30570 | Sales of programs | 194 | 98 108 | 11 540 | 11.8 | 2.1 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 366 | 279 782 | 16 993 | 6.1 | 3.1 | X |
| | 39000 | Merchandise sales | 600 | 394 198 | 51 384 | 13.0 | 9.5 | 70.7 |
| | 39016 | Sales of other merchandise, not specified by type | 600 | 394 198 | 51 384 | 13.0 | 9.5 | X |
| | 39200 | Sales of food and beverages | 199 | 265 707 | 41 526 | 15.6 | 7.7 | 73.2 |
| | 39201 | Sales of food and nonalcoholic beverages | 197 | 264 985 | 38 694 | 14.6 | 7.2 | X |
| | 39202 | Sales of alcoholic beverages | 35 | 89 558 | 2 832 | 3.2 | .5 | X |
| | 39500 | All other receipts | 358 | 200 170 | 29 966 | 15.0 | 5.5 | 56.8 |
| | 39511 | All other operating receipts | 358 | 200 170 | 29 966 | 15.0 | 5.5 | X |
| | 39700 | Contributions, gifts, and grants: Government | 515 | 255 760 | 52 521 | 20.5 | 9.7 | X |
| | 39710 | Contributions, gifts, and grants: Private | 753 | 448 712 | 138 273 | 30.8 | 25.6 | X |
| | 39720 | Investment income, including interest and dividends | 555 | 397 769 | 26 852 | 6.8 | 5.0 | X |
| | 39730 | Gains (losses) from assets sold | 126 | 181 232 | 2 529 | 1.4 | .5 | X |
| | 39900 | All other revenue | 361 | 238 642 | 22 920 | 9.6 | 4.2 | 68.5 |
| | 39909 | All other revenue | 361 | 238 642 | 22 920 | 9.6 | 4.2 | X |
| 71213 | | Zoos and botanical gardens | 555 | X | 1 812 174 | X | 100.0 | 80.0 |
| | 30400 | Membership dues | 299 | 1 524 700 | 152 234 | 10.0 | 8.4 | X |
| | 30500 | Admissions, excluding admission taxes | 450 | 1 693 007 | 485 881 | 28.7 | 26.8 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 22 | 383 032 | 4 143 | 1.1 | .2 | X |
| | 30570 | Sales of programs | 181 | 816 799 | 30 394 | 3.7 | 1.7 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 224 | 1 155 218 | 31 475 | 2.7 | 1.7 | X |
| | 39000 | Merchandise sales | 421 | 1 578 098 | 162 435 | 10.3 | 9.0 | 76.0 |
| | 39016 | Sales of other merchandise, not specified by type | 421 | 1 578 098 | 162 435 | 10.3 | 9.0 | X |
| | 39200 | Sales of food and beverages | 279 | 1 297 800 | 119 942 | 9.2 | 6.6 | 79.2 |
| | 39201 | Sales of food and nonalcoholic beverages | 277 | 1 297 423 | 116 838 | 9.0 | 6.4 | X |
| | 39202 | Sales of alcoholic beverages | 51 | 369 374 | 3 104 | .8 | .2 | X |
| | 39500 | All other receipts | 267 | 1 377 776 | 97 521 | 7.1 | 5.4 | 75.9 |
| | 39511 | All other operating receipts | 267 | 1 377 776 | 97 521 | 7.1 | 5.4 | X |
| | 39700 | Contributions, gifts, and grants: Government | 193 | 1 204 430 | 279 759 | 23.2 | 15.4 | X |
| | 39710 | Contributions, gifts, and grants: Private | 332 | 1 355 256 | 375 734 | 27.7 | 20.7 | X |
| | 39720 | Investment income, including interest and dividends | 237 | 1 113 633 | 80 789 | 7.3 | 4.5 | X |
| | 39900 | All other revenue | 172 | 904 780 | 57 200 | 6.3 | 3.2 | 78.6 |
| | 39909 | All other revenue | 172 | 904 780 | 57 200 | 6.3 | 3.2 | X |

See footnotes at end of table.

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

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

| 2002 NAICS code | 2002 Product line code | 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. | | | | | | |
| 712130 | | Zoos and botanical gardens | 555 | X | 1 812 174 | X | 100.0 | 80.0 |
| | 30400 | Membership dues | 299 | | 1 524 700 | | 8.4 | X |
| | 30500 | Admissions, excluding admission taxes | 450 | | 1 693 007 | | 26.8 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 22 | | 383 032 | | .2 | X |
| | 30570 | Sales of programs | 181 | | 816 799 | | 1.7 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 224 | | 1 155 218 | | 9.0 | X |
| | 39000 | Merchandise sales | 421 | | 1 578 098 | | 9.0 | 76.0 |
| | 39016 | Sales of other merchandise, not specified by type | 421 | | 1 578 098 | | 9.0 | X |
| | 39200 | Sales of food and beverages | 279 | | 1 297 800 | | 6.6 | 79.2 |
| | 39201 | Sales of food and nonalcoholic beverages | 277 | | 1 297 423 | | 6.4 | X |
| | 39202 | Sales of alcoholic beverages | 51 | | 369 374 | | .2 | X |
| | 39500 | All other receipts | 267 | | 1 377 776 | | 5.4 | 75.9 |
| | 39511 | All other operating receipts | 267 | | 1 377 776 | | 5.4 | X |
| | 39700 | Contributions, gifts, and grants: Government | 193 | | 1 204 430 | | 15.4 | X |
| | 39710 | Contributions, gifts, and grants: Private | 332 | | 1 355 256 | | 20.7 | X |
| | 39720 | Investment income, including interest and dividends | 237 | | 1 113 633 | | 4.5 | X |
| | 39900 | All other revenue | 172 | | 904 780 | | 3.2 | 78.6 |
| | 39909 | All other revenue | 172 | | 904 780 | | 3.2 | X |
| 71219 | | Nature parks and other similar institutions | 571 | X | 352 873 | X | 100.0 | 62.4 |
| | 30400 | Membership dues | 179 | | 86 327 | | 2.4 | X |
| | 30500 | Admissions, excluding admission taxes | 304 | | 175 224 | | 25.3 | X |
| | 30570 | Sales of programs | 158 | | 97 602 | | 3.8 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 146 | | 101 352 | | .8 | X |
| | 39000 | Merchandise sales | 360 | | 199 380 | | 10.4 | 57.4 |
| | 39016 | Sales of other merchandise, not specified by type | 360 | | 199 380 | | 10.4 | X |
| | 39200 | Sales of food and beverages | 196 | | 163 452 | | 3.1 | 45.0 |
| | 39201 | Sales of food and nonalcoholic beverages | 196 | | 163 452 | | 3.1 | X |
| | 39202 | Sales of alcoholic beverages | 8 | | 20 361 | | Z | X |
| | 39500 | All other receipts | 169 | | 142 811 | | 2.7 | 55.7 |
| | 39511 | All other operating receipts | 169 | | 142 811 | | 2.7 | X |
| | 39700 | Contributions, gifts, and grants: Government | 155 | | 64 421 | | 4.0 | X |
| | 39710 | Contributions, gifts, and grants: Private | 355 | | 221 554 | | 36.3 | X |
| | 39720 | Investment income, including interest and dividends | 271 | | 203 723 | | 7.5 | X |
| | 39900 | All other revenue | 105 | | 101 015 | | 8.1 | 61.2 |
| | 39909 | All other revenue | 105 | | 101 015 | | 8.1 | X |
| 712190 | | Nature parks and other similar institutions | 571 | X | 352 873 | X | 100.0 | 62.4 |
| | 30400 | Membership dues | 179 | | 86 327 | | 2.4 | X |
| | 30500 | Admissions, excluding admission taxes | 304 | | 175 224 | | 25.3 | X |
| | 30570 | Sales of programs | 158 | | 97 602 | | 3.8 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 146 | | 101 352 | | .8 | X |
| | 39000 | Merchandise sales | 360 | | 199 380 | | 10.4 | 57.4 |
| | 39016 | Sales of other merchandise, not specified by type | 360 | | 199 380 | | 10.4 | X |
| | 39200 | Sales of food and beverages | 196 | | 163 452 | | 3.1 | 45.0 |
| | 39201 | Sales of food and nonalcoholic beverages | 196 | | 163 452 | | 3.1 | X |
| | 39202 | Sales of alcoholic beverages | 8 | | 20 361 | | Z | X |
| | 39500 | All other receipts | 169 | | 142 811 | | 2.7 | 55.7 |
| | 39511 | All other operating receipts | 169 | | 142 811 | | 2.7 | X |
| | 39700 | Contributions, gifts, and grants: Government | 155 | | 64 421 | | 4.0 | X |
| | 39710 | Contributions, gifts, and grants: Private | 355 | | 221 554 | | 36.3 | X |
| | 39720 | Investment income, including interest and dividends | 271 | | 203 723 | | 7.5 | X |
| | 39900 | All other revenue | 105 | | 101 015 | | 8.1 | 61.2 |
| | 39909 | All other revenue | 105 | | 101 015 | | 8.1 | X |
| | | ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX | | | | | | |
| 712 | | Museums, historical sites, and similar institutions | 5 785 | X | 7 829 221 | X | 100.0 | 79.0 |
| | 30400 | Membership dues | 4 311 | | 6 545 624 | | 5.9 | X |
| | 30500 | Admissions, excluding admission taxes | 3 466 | | 6 706 553 | | 13.2 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 472 | | 2 565 621 | | .6 | X |
| | 30570 | Sales of programs | 1 815 | | 3 499 580 | | 3.6 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 2 414 | | 5 356 140 | | 2.0 | X |
| | 39000 | Merchandise sales | 4 110 | | 6 778 035 | | 9.3 | 76.8 |
| | 39016 | Sales of other merchandise, not specified by type | 4 110 | | 6 778 035 | | 9.3 | X |
| | 39200 | Sales of food and beverages | 1 366 | | 3 773 137 | | 3.1 | 68.4 |
| | 39201 | Sales of food and nonalcoholic beverages | 1 307 | | 3 716 648 | | 2.9 | X |
| | 39202 | Sales of alcoholic beverages | 294 | | 1 272 473 | | .2 | X |
| | 39500 | All other receipts | 2 210 | | 5 053 179 | | 4.6 | 76.6 |
| | 39511 | All other operating receipts | 2 210 | | 5 053 179 | | 4.6 | X |
| | 39700 | Contributions, gifts, and grants: Government | 3 542 | | 6 097 846 | | 14.1 | 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. | | | | | | |
| 712 | | Museums, historical sites, and similar institutions—Con. | | | | | | |
| | 39710 | Contributions, gifts, and grants: Private | 5 176 | 7 318 999 | 2 609 033 | 35.6 | 33.3 | X |
| | 39720 | Investment income, including interest and dividends | 3 644 | 6 320 218 | 591 837 | 9.4 | 7.6 | X |
| | 39900 | All other revenue | 2 380 | 4 116 932 | 440 158 | 10.7 | 5.6 | 77.1 |
| | 39909 | All other revenue | 2 380 | 4 116 932 | 440 158 | 10.7 | 5.6 | X |
| 7121 | | Museums, historical sites, and similar institutions | 5 785 | X | 7 829 221 | X | 100.0 | 79.0 |
| | 30400 | Membership dues | 4 311 | 6 545 624 | 461 082 | 7.0 | 5.9 | X |
| | 30500 | Admissions, excluding admission taxes | 3 466 | 6 706 553 | 1 030 819 | 15.4 | 13.2 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 472 | 2 565 621 | 45 027 | 1.8 | .6 | X |
| | 30570 | Sales of programs | 1 815 | 3 499 580 | 285 401 | 8.2 | 3.6 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 2 414 | 5 356 140 | 152 779 | 2.9 | 2.0 | X |
| | 39000 | Merchandise sales | 4 110 | 6 778 035 | 728 358 | 10.7 | 9.3 | 76.8 |
| | 39016 | Sales of other merchandise, not specified by type | 4 110 | 6 778 035 | 728 358 | 10.7 | 9.3 | X |
| | 39200 | Sales of food and beverages | 1 366 | 3 773 137 | 245 191 | 6.5 | 3.1 | 68.4 |
| | 39201 | Sales of food and nonalcoholic beverages | 1 307 | 3 716 648 | 230 255 | 6.2 | 2.9 | X |
| | 39202 | Sales of alcoholic beverages | 294 | 1 272 473 | 14 936 | 1.2 | .2 | X |
| | 39500 | All other receipts | 2 210 | 5 053 179 | 362 012 | 7.2 | 4.6 | 76.6 |
| | 39511 | All other operating receipts | 2 210 | 5 053 179 | 362 012 | 7.2 | 4.6 | X |
| | 39700 | Contributions, gifts, and grants: Government | 3 542 | 6 097 846 | 1 105 421 | 18.1 | 14.1 | X |
| | 39710 | Contributions, gifts, and grants: Private | 5 176 | 7 318 999 | 2 609 033 | 35.6 | 33.3 | X |
| | 39720 | Investment income, including interest and dividends | 3 644 | 6 320 218 | 591 837 | 9.4 | 7.6 | X |
| | 39900 | All other revenue | 2 380 | 4 116 932 | 440 158 | 10.7 | 5.6 | 77.1 |
| | 39909 | All other revenue | 2 380 | 4 116 932 | 440 158 | 10.7 | 5.6 | X |
| 71211 | | Museums | 4 120 | X | 5 502 232 | X | 100.0 | 79.4 |
| | 30400 | Membership dues | 3 262 | 4 731 809 | 281 216 | 5.9 | 5.1 | X |
| | 30500 | Admissions, excluding admission taxes | 2 581 | 4 799 982 | 587 632 | 12.2 | 10.7 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 406 | 2 186 202 | 40 111 | 1.8 | .7 | X |
| | 30570 | Sales of programs | 1 291 | 2 533 173 | 230 982 | 9.1 | 4.2 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 1 756 | 3 895 855 | 105 312 | 2.7 | 1.9 | X |
| | 39000 | Merchandise sales | 3 080 | 4 944 361 | 546 422 | 11.1 | 9.9 | 78.1 |
| | 39016 | Sales of other merchandise, not specified by type | 3 080 | 4 944 361 | 546 422 | 11.1 | 9.9 | X |
| | 39200 | Sales of food and beverages | 964 | 2 345 051 | 108 833 | 4.6 | 2.0 | 64.4 |
| | 39201 | Sales of food and nonalcoholic beverages | 909 | 2 289 661 | 99 278 | 4.3 | 1.8 | X |
| | 39202 | Sales of alcoholic beverages | 233 | 895 411 | 9 555 | 1.1 | .2 | X |
| | 39500 | All other receipts | 1 568 | 3 523 299 | 236 264 | 6.7 | 4.3 | 78.6 |
| | 39511 | All other operating receipts | 1 568 | 3 523 299 | 236 264 | 6.7 | 4.3 | X |
| | 39700 | Contributions, gifts, and grants: Government | 2 679 | 4 573 235 | 758 860 | 16.6 | 13.8 | X |
| | 39710 | Contributions, gifts, and grants: Private | 3 736 | 5 293 477 | 1 966 808 | 37.2 | 35.7 | X |
| | 39720 | Investment income, including interest and dividends | 2 581 | 4 605 093 | 457 836 | 9.9 | 8.3 | X |
| | 39900 | All other revenue | 1 742 | 2 872 495 | 331 341 | 11.5 | 6.0 | 78.0 |
| | 39909 | All other revenue | 1 742 | 2 872 495 | 331 341 | 11.5 | 6.0 | X |
| 712110 | | Museums | 4 120 | X | 5 502 232 | X | 100.0 | 79.4 |
| | 30400 | Membership dues | 3 262 | 4 731 809 | 281 216 | 5.9 | 5.1 | X |
| | 30500 | Admissions, excluding admission taxes | 2 581 | 4 799 982 | 587 632 | 12.2 | 10.7 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 406 | 2 186 202 | 40 111 | 1.8 | .7 | X |
| | 30570 | Sales of programs | 1 291 | 2 533 173 | 230 982 | 9.1 | 4.2 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 1 756 | 3 895 855 | 105 312 | 2.7 | 1.9 | X |
| | 39000 | Merchandise sales | 3 080 | 4 944 361 | 546 422 | 11.1 | 9.9 | 78.1 |
| | 39016 | Sales of other merchandise, not specified by type | 3 080 | 4 944 361 | 546 422 | 11.1 | 9.9 | X |
| | 39200 | Sales of food and beverages | 964 | 2 345 051 | 108 833 | 4.6 | 2.0 | 64.4 |
| | 39201 | Sales of food and nonalcoholic beverages | 909 | 2 289 661 | 99 278 | 4.3 | 1.8 | X |
| | 39202 | Sales of alcoholic beverages | 233 | 895 411 | 9 555 | 1.1 | .2 | X |
| | 39500 | All other receipts | 1 568 | 3 523 299 | 236 264 | 6.7 | 4.3 | 78.6 |
| | 39511 | All other operating receipts | 1 568 | 3 523 299 | 236 264 | 6.7 | 4.3 | X |
| | 39700 | Contributions, gifts, and grants: Government | 2 679 | 4 573 235 | 758 860 | 16.6 | 13.8 | X |
| | 39710 | Contributions, gifts, and grants: Private | 3 736 | 5 293 477 | 1 966 808 | 37.2 | 35.7 | X |
| | 39720 | Investment income, including interest and dividends | 2 581 | 4 605 093 | 457 836 | 9.9 | 8.3 | X |
| | 39900 | All other revenue | 1 742 | 2 872 495 | 331 341 | 11.5 | 6.0 | 78.0 |
| | 39909 | All other revenue | 1 742 | 2 872 495 | 331 341 | 11.5 | 6.0 | X |
| 71212 | | Historical sites | 907 | X | 499 785 | X | 100.0 | 77.1 |
| | 30400 | Membership dues | 601 | 261 562 | 21 021 | 8.0 | 4.2 | X |
| | 30500 | Admissions, excluding admission taxes | 499 | 376 183 | 96 836 | 25.7 | 19.4 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 53 | 53 877 | 945 | 1.8 | .2 | X |
| | 30570 | Sales of programs | 194 | 98 108 | 11 540 | 11.8 | 2.3 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 333 | 257 404 | 16 278 | 6.3 | 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 EXEMPT FROM FEDERAL INCOME TAX—Con. | | | | | | |
| 71212 | | Historical sites—Con. | | | | | | |
| | 39000 | Merchandise sales | 558 | 364 593 | 46 124 | 12.7 | 9.2 | 72.5 |
| | 39016 | Sales of other merchandise, not specified by type | 558 | 364 593 | 46 124 | 12.7 | 9.2 | X |
| | 39200 | Sales of food and beverages | 175 | 239 952 | 35 239 | 14.7 | 7.1 | 72.8 |
| | 39201 | Sales of food and nonalcoholic beverages | 173 | 239 230 | 32 597 | 13.6 | 6.5 | X |
| | 39202 | Sales of alcoholic beverages | 29 | 85 212 | 2 642 | 3.1 | .5 | X |
| | 39500 | All other receipts | 334 | 177 634 | 28 707 | 16.2 | 5.7 | 59.1 |
| | 39511 | All other operating receipts | 334 | 177 634 | 28 707 | 16.2 | 5.7 | X |
| | 39700 | Contributions, gifts, and grants: Government | 515 | 255 760 | 52 521 | 20.5 | 10.5 | X |
| | 39710 | Contributions, gifts, and grants: Private | 753 | 448 712 | 138 273 | 30.8 | 27.7 | X |
| | 39720 | Investment income, including interest and dividends | 555 | 397 769 | 26 852 | 6.8 | 5.4 | X |
| | 39730 | Gains (losses) from assets sold | 126 | 181 232 | 2 529 | 1.4 | .5 | X |
| | 39900 | All other revenue | 361 | 238 642 | 22 920 | 9.6 | 4.6 | 68.4 |
| | 39909 | All other revenue | 361 | 238 642 | 22 920 | 9.6 | 4.6 | X |
| 712120 | | Historical sites | 907 | X | 499 785 | X | 100.0 | 77.1 |
| | 30400 | Membership dues | 601 | 261 562 | 21 021 | 8.0 | 4.2 | X |
| | 30500 | Admissions, excluding admission taxes | 499 | 376 183 | 96 836 | 25.7 | 19.4 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 53 | 53 877 | 945 | 1.8 | .2 | X |
| | 30570 | Sales of programs | 194 | 98 108 | 11 540 | 11.8 | 2.3 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 333 | 257 404 | 16 278 | 6.3 | 3.3 | X |
| | 39000 | Merchandise sales | 558 | 364 593 | 46 124 | 12.7 | 9.2 | 72.5 |
| | 39016 | Sales of other merchandise, not specified by type | 558 | 364 593 | 46 124 | 12.7 | 9.2 | X |
| | 39200 | Sales of food and beverages | 175 | 239 952 | 35 239 | 14.7 | 7.1 | 72.8 |
| | 39201 | Sales of food and nonalcoholic beverages | 173 | 239 230 | 32 597 | 13.6 | 6.5 | X |
| | 39202 | Sales of alcoholic beverages | 29 | 85 212 | 2 642 | 3.1 | .5 | X |
| | 39500 | All other receipts | 334 | 177 634 | 28 707 | 16.2 | 5.7 | 59.1 |
| | 39511 | All other operating receipts | 334 | 177 634 | 28 707 | 16.2 | 5.7 | X |
| | 39700 | Contributions, gifts, and grants: Government | 515 | 255 760 | 52 521 | 20.5 | 10.5 | X |
| | 39710 | Contributions, gifts, and grants: Private | 753 | 448 712 | 138 273 | 30.8 | 27.7 | X |
| | 39720 | Investment income, including interest and dividends | 555 | 397 769 | 26 852 | 6.8 | 5.4 | X |
| | 39730 | Gains (losses) from assets sold | 126 | 181 232 | 2 529 | 1.4 | .5 | X |
| | 39900 | All other revenue | 361 | 238 642 | 22 920 | 9.6 | 4.6 | 68.4 |
| | 39909 | All other revenue | 361 | 238 642 | 22 920 | 9.6 | 4.6 | X |
| 71213 | | Zoos and botanical gardens | 361 | X | 1 588 476 | X | 100.0 | 80.9 |
| | 30400 | Membership dues | 276 | 1 468 610 | 150 444 | 10.2 | 9.5 | X |
| | 30500 | Admissions, excluding admission taxes | 256 | 1 469 309 | 331 433 | 22.6 | 20.9 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 13 | 325 542 | 3 971 | 1.2 | .3 | X |
| | 30570 | Sales of programs | 172 | 770 697 | 29 546 | 3.8 | 1.9 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 201 | 1 117 954 | 29 021 | 2.6 | 1.8 | X |
| | 39000 | Merchandise sales | 264 | 1 380 322 | 127 299 | 9.2 | 8.0 | 76.4 |
| | 39016 | Sales of other merchandise, not specified by type | 264 | 1 380 322 | 127 299 | 9.2 | 8.0 | X |
| | 39200 | Sales of food and beverages | 147 | 1 110 249 | 98 087 | 8.8 | 6.2 | 80.0 |
| | 39201 | Sales of food and nonalcoholic beverages | 145 | 1 109 872 | 95 407 | 8.6 | 6.0 | X |
| | 39202 | Sales of alcoholic beverages | 29 | 276 996 | 2 680 | 1.0 | .2 | X |
| | 39500 | All other receipts | 195 | 1 272 258 | 90 526 | 7.1 | 5.7 | 76.5 |
| | 39511 | All other operating receipts | 195 | 1 272 258 | 90 526 | 7.1 | 5.7 | X |
| | 39700 | Contributions, gifts, and grants: Government | 193 | 1 204 430 | 279 759 | 23.2 | 17.6 | X |
| | 39710 | Contributions, gifts, and grants: Private | 332 | 1 355 256 | 375 734 | 27.7 | 23.7 | X |
| | 39720 | Investment income, including interest and dividends | 237 | 1 113 633 | 80 789 | 7.3 | 5.1 | X |
| | 39900 | All other revenue | 172 | 904 780 | 57 200 | 6.3 | 3.6 | 79.4 |
| | 39909 | All other revenue | 172 | 904 780 | 57 200 | 6.3 | 3.6 | X |
| 712130 | | Zoos and botanical gardens | 361 | X | 1 588 476 | X | 100.0 | 80.9 |
| | 30400 | Membership dues | 276 | 1 468 610 | 150 444 | 10.2 | 9.5 | X |
| | 30500 | Admissions, excluding admission taxes | 256 | 1 469 309 | 331 433 | 22.6 | 20.9 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 13 | 325 542 | 3 971 | 1.2 | .3 | X |
| | 30570 | Sales of programs | 172 | 770 697 | 29 546 | 3.8 | 1.9 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 201 | 1 117 954 | 29 021 | 2.6 | 1.8 | X |
| | 39000 | Merchandise sales | 264 | 1 380 322 | 127 299 | 9.2 | 8.0 | 76.4 |
| | 39016 | Sales of other merchandise, not specified by type | 264 | 1 380 322 | 127 299 | 9.2 | 8.0 | X |
| | 39200 | Sales of food and beverages | 147 | 1 110 249 | 98 087 | 8.8 | 6.2 | 80.0 |
| | 39201 | Sales of food and nonalcoholic beverages | 145 | 1 109 872 | 95 407 | 8.6 | 6.0 | X |
| | 39202 | Sales of alcoholic beverages | 29 | 276 996 | 2 680 | 1.0 | .2 | X |
| | 39500 | All other receipts | 195 | 1 272 258 | 90 526 | 7.1 | 5.7 | 76.5 |
| | 39511 | All other operating receipts | 195 | 1 272 258 | 90 526 | 7.1 | 5.7 | X |
| | 39700 | Contributions, gifts, and grants: Government | 193 | 1 204 430 | 279 759 | 23.2 | 17.6 | X |
| | 39710 | Contributions, gifts, and grants: Private | 332 | 1 355 256 | 375 734 | 27.7 | 23.7 | X |
| | 39720 | Investment income, including interest and dividends | 237 | 1 113 633 | 80 789 | 7.3 | 5.1 | 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. | | | | | | |
| 712130 | | Zoos and botanical gardens—Con. | | | | | | |
| | 39900 | All other revenue | 172 | 904 780 | 57 200 | 6.3 | 3.6 | 79.4 |
| | 39909 | All other revenue | 172 | 904 780 | 57 200 | 6.3 | 3.6 | X |
| 71219 | | Nature parks and other similar institutions | 397 | X | 238 728 | X | 100.0 | 60.5 |
| | 30400 | Membership dues | 172 | 83 643 | 8 401 | 10.0 | 3.5 | X |
| | 30500 | Admissions, excluding admission taxes | 130 | 61 079 | 14 918 | 24.4 | 6.2 | X |
| | 30570 | Sales of programs | 158 | 97 602 | 13 333 | 13.7 | 5.6 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 124 | 84 927 | 2 168 | 2.6 | .9 | X |
| | 39000 | Merchandise sales | 208 | 88 759 | 8 513 | 9.6 | 3.6 | 57.5 |
| | 39016 | Sales of other merchandise, not specified by type | 208 | 88 759 | 8 513 | 9.6 | 3.6 | X |
| | 39200 | Sales of food and beverages | 80 | 77 885 | 3 032 | 3.9 | 1.3 | 25.1 |
| | 39201 | Sales of food and nonalcoholic beverages | 80 | 77 885 | 2 973 | 3.8 | 1.2 | X |
| | 39500 | All other receipts | 113 | 79 988 | 6 515 | 8.1 | 2.7 | 56.7 |
| | 39511 | All other operating receipts | 113 | 79 988 | 6 515 | 8.1 | 2.7 | X |
| | 39700 | Contributions, gifts, and grants: Government | 155 | 64 421 | 14 281 | 22.2 | 6.0 | X |
| | 39710 | Contributions, gifts, and grants: Private | 355 | 221 554 | 128 218 | 57.9 | 53.7 | X |
| | 39720 | Investment income, including interest and dividends | 271 | 203 723 | 26 360 | 12.9 | 11.0 | X |
| | 39900 | All other revenue | 105 | 101 015 | 28 697 | 28.4 | 12.0 | 59.3 |
| | 39909 | All other revenue | 105 | 101 015 | 28 697 | 28.4 | 12.0 | X |
| 712190 | | Nature parks and other similar institutions | 397 | X | 238 728 | X | 100.0 | 60.5 |
| | 30400 | Membership dues | 172 | 83 643 | 8 401 | 10.0 | 3.5 | X |
| | 30500 | Admissions, excluding admission taxes | 130 | 61 079 | 14 918 | 24.4 | 6.2 | X |
| | 30570 | Sales of programs | 158 | 97 602 | 13 333 | 13.7 | 5.6 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 124 | 84 927 | 2 168 | 2.6 | .9 | X |
| | 39000 | Merchandise sales | 208 | 88 759 | 8 513 | 9.6 | 3.6 | 57.5 |
| | 39016 | Sales of other merchandise, not specified by type | 208 | 88 759 | 8 513 | 9.6 | 3.6 | X |
| | 39200 | Sales of food and beverages | 80 | 77 885 | 3 032 | 3.9 | 1.3 | 25.1 |
| | 39201 | Sales of food and nonalcoholic beverages | 80 | 77 885 | 2 973 | 3.8 | 1.2 | X |
| | 39500 | All other receipts | 113 | 79 988 | 6 515 | 8.1 | 2.7 | 56.7 |
| | 39511 | All other operating receipts | 113 | 79 988 | 6 515 | 8.1 | 2.7 | X |
| | 39700 | Contributions, gifts, and grants: Government | 155 | 64 421 | 14 281 | 22.2 | 6.0 | X |
| | 39710 | Contributions, gifts, and grants: Private | 355 | 221 554 | 128 218 | 57.9 | 53.7 | X |
| | 39720 | Investment income, including interest and dividends | 271 | 203 723 | 26 360 | 12.9 | 11.0 | X |
| | 39900 | All other revenue | 105 | 101 015 | 28 697 | 28.4 | 12.0 | 59.3 |
| | 39909 | All other revenue | 105 | 101 015 | 28 697 | 28.4 | 12.0 | X |
| | | ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX | | | | | | |
| 712 | | Museums, historical sites, and similar institutions | 866 | X | 747 281 | X | 100.0 | 66.4 |
| | 30400 | Membership dues | 59 | 72 598 | 2 182 | 3.0 | .3 | X |
| | 30500 | Admissions, excluding admission taxes | 866 | 747 281 | 462 384 | 61.9 | 61.9 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 22 | 61 510 | 700 | 1.1 | .1 | X |
| | 30570 | Sales of programs | 67 | 84 192 | 2 011 | 2.4 | .3 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 136 | 154 562 | 5 981 | 3.9 | .8 | X |
| | 39000 | Merchandise sales | 650 | 692 968 | 157 821 | 22.8 | 21.1 | 62.7 |
| | 39016 | Sales of other merchandise, not specified by type | 650 | 692 968 | 157 821 | 22.8 | 21.1 | X |
| | 39200 | Sales of food and beverages | 399 | 592 046 | 77 146 | 13.0 | 10.3 | 65.7 |
| | 39201 | Sales of food and nonalcoholic beverages | 391 | 591 471 | 75 082 | 12.7 | 10.0 | X |
| | 39202 | Sales of alcoholic beverages | 53 | 334 421 | 2 064 | .6 | .3 | X |
| | 39500 | All other receipts | 243 | 479 706 | 39 056 | 8.1 | 5.2 | 62.5 |
| | 39511 | All other operating receipts | 243 | 479 706 | 39 056 | 8.1 | 5.2 | X |
| 7121 | | Museums, historical sites, and similar institutions | 866 | X | 747 281 | X | 100.0 | 66.4 |
| | 30400 | Membership dues | 59 | 72 598 | 2 182 | 3.0 | .3 | X |
| | 30500 | Admissions, excluding admission taxes | 866 | 747 281 | 462 384 | 61.9 | 61.9 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 22 | 61 510 | 700 | 1.1 | .1 | X |
| | 30570 | Sales of programs | 67 | 84 192 | 2 011 | 2.4 | .3 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 136 | 154 562 | 5 981 | 3.9 | .8 | X |
| | 39000 | Merchandise sales | 650 | 692 968 | 157 821 | 22.8 | 21.1 | 62.7 |
| | 39016 | Sales of other merchandise, not specified by type | 650 | 692 968 | 157 821 | 22.8 | 21.1 | X |
| | 39200 | Sales of food and beverages | 399 | 592 046 | 77 146 | 13.0 | 10.3 | 65.7 |
| | 39201 | Sales of food and nonalcoholic beverages | 391 | 591 471 | 75 082 | 12.7 | 10.0 | X |
| | 39202 | Sales of alcoholic beverages | 53 | 334 421 | 2 064 | .6 | .3 | X |
| | 39500 | All other receipts | 243 | 479 706 | 39 056 | 8.1 | 5.2 | 62.5 |
| | 39511 | All other operating receipts | 243 | 479 706 | 39 056 | 8.1 | 5.2 | 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 SUBJECT TO FEDERAL INCOME TAX—Con. | | | | | | |
| 71211 | | Museums | 415 | X | 369 129 | X | 100.0 | 60.4 |
| | 30400 | Membership dues | 29 | 13 824 | 384 | 2.8 | .1 | X |
| | 30500 | Admissions, excluding admission taxes | 415 | 369 129 | 207 257 | 56.1 | 56.1 | X |
| | 30570 | Sales of programs | 58 | 38 090 | 1 163 | 3.1 | .3 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 58 | 78 495 | 2 226 | 2.8 | .6 | X |
| | 39000 | Merchandise sales | 299 | 354 966 | 89 293 | 25.2 | 24.2 | 58.0 |
| | 39016 | Sales of other merchandise, not specified by type | 299 | 354 966 | 89 293 | 25.2 | 24.2 | X |
| | 39200 | Sales of food and beverages | 127 | 293 173 | 41 154 | 14.0 | 11.1 | 59.8 |
| | 39201 | Sales of food and nonalcoholic beverages | 119 | 292 598 | 39 722 | 13.6 | 10.8 | X |
| | 39202 | Sales of alcoholic beverages | 20 | 232 190 | 1 432 | .6 | .4 | X |
| | 39500 | All other receipts | 91 | 288 829 | 27 648 | 9.6 | 7.5 | 59.8 |
| | 39511 | All other operating receipts | 91 | 288 829 | 27 648 | 9.6 | 7.5 | X |
| 712110 | | Museums | 415 | X | 369 129 | X | 100.0 | 60.4 |
| | 30400 | Membership dues | 29 | 13 824 | 384 | 2.8 | .1 | X |
| | 30500 | Admissions, excluding admission taxes | 415 | 369 129 | 207 257 | 56.1 | 56.1 | X |
| | 30570 | Sales of programs | 58 | 38 090 | 1 163 | 3.1 | .3 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 58 | 78 495 | 2 226 | 2.8 | .6 | X |
| | 39000 | Merchandise sales | 299 | 354 966 | 89 293 | 25.2 | 24.2 | 58.0 |
| | 39016 | Sales of other merchandise, not specified by type | 299 | 354 966 | 89 293 | 25.2 | 24.2 | X |
| | 39200 | Sales of food and beverages | 127 | 293 173 | 41 154 | 14.0 | 11.1 | 59.8 |
| | 39201 | Sales of food and nonalcoholic beverages | 119 | 292 598 | 39 722 | 13.6 | 10.8 | X |
| | 39202 | Sales of alcoholic beverages | 20 | 232 190 | 1 432 | .6 | .4 | X |
| | 39500 | All other receipts | 91 | 288 829 | 27 648 | 9.6 | 7.5 | 59.8 |
| | 39511 | All other operating receipts | 91 | 288 829 | 27 648 | 9.6 | 7.5 | X |
| 71212 | | Historical sites | 83 | X | 40 309 | X | 100.0 | 78.0 |
| | 30500 | Admissions, excluding admission taxes | 83 | 40 309 | 26 264 | 65.2 | 65.2 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 9 | 1 196 | 524 | 43.8 | 1.3 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 33 | 22 378 | 715 | 3.2 | 1.8 | X |
| | 39000 | Merchandise sales | 42 | 29 605 | 5 260 | 17.8 | 13.0 | 48.4 |
| | 39016 | Sales of other merchandise, not specified by type | 42 | 29 605 | 5 260 | 17.8 | 13.0 | X |
| | 39200 | Sales of food and beverages | 24 | 25 755 | 6 287 | 24.4 | 15.6 | 78.0 |
| | 39201 | Sales of food and nonalcoholic beverages | 24 | 25 755 | 6 097 | 23.7 | 15.1 | X |
| | 39202 | Sales of alcoholic beverages | 6 | 4 346 | 190 | 4.4 | .5 | X |
| | 39500 | All other receipts | 24 | 22 536 | 1 259 | 5.6 | 3.1 | 39.2 |
| | 39511 | All other operating receipts | 24 | 22 536 | 1 259 | 5.6 | 3.1 | X |
| 712120 | | Historical sites | 83 | X | 40 309 | X | 100.0 | 78.0 |
| | 30500 | Admissions, excluding admission taxes | 83 | 40 309 | 26 264 | 65.2 | 65.2 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 9 | 1 196 | 524 | 43.8 | 1.3 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 33 | 22 378 | 715 | 3.2 | 1.8 | X |
| | 39000 | Merchandise sales | 42 | 29 605 | 5 260 | 17.8 | 13.0 | 48.4 |
| | 39016 | Sales of other merchandise, not specified by type | 42 | 29 605 | 5 260 | 17.8 | 13.0 | X |
| | 39200 | Sales of food and beverages | 24 | 25 755 | 6 287 | 24.4 | 15.6 | 78.0 |
| | 39201 | Sales of food and nonalcoholic beverages | 24 | 25 755 | 6 097 | 23.7 | 15.1 | X |
| | 39202 | Sales of alcoholic beverages | 6 | 4 346 | 190 | 4.4 | .5 | X |
| | 39500 | All other receipts | 24 | 22 536 | 1 259 | 5.6 | 3.1 | 39.2 |
| | 39511 | All other operating receipts | 24 | 22 536 | 1 259 | 5.6 | 3.1 | X |
| 71213 | | Zoos and botanical gardens | 194 | X | 223 698 | X | 100.0 | 74.1 |
| | 30400 | Membership dues | 23 | 56 090 | 1 790 | 3.2 | .8 | X |
| | 30500 | Admissions, excluding admission taxes | 194 | 223 698 | 154 448 | 69.0 | 69.0 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 9 | 57 490 | 172 | .3 | .1 | X |
| | 30570 | Sales of programs | 9 | 46 102 | 848 | 1.8 | .4 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 23 | 37 264 | 2 454 | 6.6 | 1.1 | X |
| | 39000 | Merchandise sales | 157 | 197 776 | 35 136 | 17.8 | 15.7 | 73.7 |
| | 39016 | Sales of other merchandise, not specified by type | 157 | 197 776 | 35 136 | 17.8 | 15.7 | X |
| | 39200 | Sales of food and beverages | 132 | 187 551 | 21 855 | 11.7 | 9.8 | 73.5 |
| | 39201 | Sales of food and nonalcoholic beverages | 132 | 187 551 | 21 431 | 11.4 | 9.6 | X |
| | 39202 | Sales of alcoholic beverages | 22 | 92 378 | 424 | .5 | .2 | X |
| | 39500 | All other receipts | 72 | 105 518 | 6 995 | 6.6 | 3.1 | 73.1 |
| | 39511 | All other operating receipts | 72 | 105 518 | 6 995 | 6.6 | 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— | | | |
| | | | | | | Estab-lishments with the product line | All estab-lishments ¹ | | |
| | | ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX—Con. | | | | | | | |
| 712130 | | Zoos and botanical gardens | 194 | X | 223 698 | X | 100.0 | 74.1 | |
| | 30400 | Membership dues | 23 | | 56 090 | 1 790 | 3.2 | .8 | X |
| | 30500 | Admissions, excluding admission taxes | 194 | | 223 698 | 154 448 | 69.0 | 69.0 | X |
| | 30540 | Amounts received from royalties, licensing fees, and residual fees from literary works, musical recordings and compositions, filmed entertainment, or other cultural works | 9 | | 57 490 | 172 | .3 | .1 | X |
| | 30570 | Sales of programs | 9 | | 46 102 | 848 | 1.8 | .4 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 23 | | 37 264 | 2 454 | 6.6 | 1.1 | X |
| | 39000 | Merchandise sales | 157 | | 197 776 | 35 136 | 17.8 | 15.7 | 73.7 |
| | 39016 | Sales of other merchandise, not specified by type | 157 | | 197 776 | 35 136 | 17.8 | 15.7 | X |
| | 39200 | Sales of food and beverages | 132 | | 187 551 | 21 855 | 11.7 | 9.8 | 73.5 |
| | 39201 | Sales of food and nonalcoholic beverages | 132 | | 187 551 | 21 431 | 11.4 | 9.6 | X |
| | 39202 | Sales of alcoholic beverages | 22 | | 92 378 | 424 | .5 | .2 | X |
| | 39500 | All other receipts | 72 | | 105 518 | 6 995 | 6.6 | 3.1 | 73.1 |
| | 39511 | All other operating receipts | 72 | | 105 518 | 6 995 | 6.6 | 3.1 | X |
| 71219 | | Nature parks and other similar institutions | 174 | X | 114 145 | | X | 100.0 | 66.6 |
| | 30400 | Membership dues | 7 | | 2 684 | 8 | .3 | .Z | X |
| | 30500 | Admissions, excluding admission taxes | 174 | | 114 145 | 74 415 | 65.2 | 65.2 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 22 | | 16 425 | 586 | 3.6 | .5 | X |
| | 39000 | Merchandise sales | 152 | | 110 621 | 28 132 | 25.4 | 24.6 | 59.7 |
| | 39016 | Sales of other merchandise, not specified by type | 152 | | 110 621 | 28 132 | 25.4 | 24.6 | X |
| | 39200 | Sales of food and beverages | 116 | | 85 567 | 7 850 | 9.2 | 6.9 | 64.8 |
| | 39201 | Sales of food and nonalcoholic beverages | 116 | | 85 567 | 7 832 | 9.2 | 6.9 | X |
| | 39500 | All other receipts | 56 | | 62 823 | 3 154 | 5.0 | 2.8 | 55.8 |
| | 39511 | All other operating receipts | 56 | | 62 823 | 3 154 | 5.0 | 2.8 | X |
| 712190 | | Nature parks and other similar institutions | 174 | X | 114 145 | | X | 100.0 | 66.6 |
| | 30400 | Membership dues | 7 | | 2 684 | 8 | .3 | .Z | X |
| | 30500 | Admissions, excluding admission taxes | 174 | | 114 145 | 74 415 | 65.2 | 65.2 | X |
| | 30670 | Rental fees for the use of facilities, for example, receptions held in galleries, museums, or historical sites | 22 | | 16 425 | 586 | 3.6 | .5 | X |
| | 39000 | Merchandise sales | 152 | | 110 621 | 28 132 | 25.4 | 24.6 | 59.7 |
| | 39016 | Sales of other merchandise, not specified by type | 152 | | 110 621 | 28 132 | 25.4 | 24.6 | X |
| | 39200 | Sales of food and beverages | 116 | | 85 567 | 7 850 | 9.2 | 6.9 | 64.8 |
| | 39201 | Sales of food and nonalcoholic beverages | 116 | | 85 567 | 7 832 | 9.2 | 6.9 | X |
| | 39500 | All other receipts | 56 | | 62 823 | 3 154 | 5.0 | 2.8 | 55.8 |
| | 39511 | All other operating receipts | 56 | | 62 823 | 3 154 | 5.0 | 2.8 | 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 | | | |
| 712 | ALL ESTABLISHMENTS | | | | | | |
| | Museums, historical sites, and similar institutions | | | | | | |
| | All firms | 6 651 | 8 576 502 | 100.0 | 2 912 368 | 698 344 | 121 976 |
| | 4 largest firms | 4 | 651 165 | 7.6 | 231 663 | 56 971 | 7 658 |
| | 8 largest firms | 15 | 1 109 181 | 12.9 | 384 187 | 98 482 | 12 653 |
| | 20 largest firms | 49 | 1 770 838 | 20.6 | 565 230 | 140 208 | 19 014 |
| | 50 largest firms | 154 | 2 795 168 | 32.6 | 899 552 | 222 002 | 31 734 |
| 7121 | Museums, historical sites, and similar institutions | | | | | | |
| | All firms | 6 651 | 8 576 502 | 100.0 | 2 912 368 | 698 344 | 121 976 |
| | 4 largest firms | 4 | 651 165 | 7.6 | 231 663 | 56 971 | 7 658 |
| | 8 largest firms | 15 | 1 109 181 | 12.9 | 384 187 | 98 482 | 12 653 |
| | 20 largest firms | 49 | 1 770 838 | 20.6 | 565 230 | 140 208 | 19 014 |
| | 50 largest firms | 154 | 2 795 168 | 32.6 | 899 552 | 222 002 | 31 734 |
| 71211 | Museums | | | | | | |
| | All firms | 4 535 | 5 871 361 | 100.0 | 1 989 863 | 483 791 | 81 557 |
| | 4 largest firms | 4 | 651 165 | 11.1 | 231 663 | 56 971 | 7 658 |
| | 8 largest firms | 14 | 976 330 | 16.6 | 328 345 | 82 206 | 11 017 |
| | 20 largest firms | 31 | 1 560 234 | 26.6 | 491 933 | 120 935 | 16 853 |
| | 50 largest firms | 82 | 2 309 991 | 39.3 | 755 970 | 187 148 | 25 745 |
| 712110 | Museums | | | | | | |
| | All firms | 4 535 | 5 871 361 | 100.0 | 1 989 863 | 483 791 | 81 557 |
| | 4 largest firms | 4 | 651 165 | 11.1 | 231 663 | 56 971 | 7 658 |
| | 8 largest firms | 14 | 976 330 | 16.6 | 328 345 | 82 206 | 11 017 |
| | 20 largest firms | 31 | 1 560 234 | 26.6 | 491 933 | 120 935 | 16 853 |
| | 50 largest firms | 82 | 2 309 991 | 39.3 | 755 970 | 187 148 | 25 745 |
| 71212 | Historical sites | | | | | | |
| | All firms | 990 | 540 094 | 100.0 | 181 219 | 40 900 | 9 977 |
| | 4 largest firms | 4 | 127 616 | 23.6 | 35 598 | 8 245 | 1 779 |
| | 8 largest firms | 15 | 160 978 | 29.8 | 45 146 | 10 578 | 2 209 |
| | 20 largest firms | 55 | 225 534 | 41.8 | 70 148 | 15 553 | 3 683 |
| | 50 largest firms | 107 | 316 321 | 58.6 | 102 222 | 22 945 | 5 038 |
| 712120 | Historical sites | | | | | | |
| | All firms | 990 | 540 094 | 100.0 | 181 219 | 40 900 | 9 977 |
| | 4 largest firms | 4 | 127 616 | 23.6 | 35 598 | 8 245 | 1 779 |
| | 8 largest firms | 15 | 160 978 | 29.8 | 45 146 | 10 578 | 2 209 |
| | 20 largest firms | 55 | 225 534 | 41.8 | 70 148 | 15 553 | 3 683 |
| | 50 largest firms | 107 | 316 321 | 58.6 | 102 222 | 22 945 | 5 038 |
| 71213 | Zoos and botanical gardens | | | | | | |
| | All firms | 555 | 1 812 174 | 100.0 | 629 919 | 149 469 | 25 372 |
| | 4 largest firms | 10 | 362 388 | 20.0 | 127 941 | 32 053 | 3 974 |
| | 8 largest firms | 16 | 536 252 | 29.6 | 176 576 | 43 717 | 5 744 |
| | 20 largest firms | 29 | 865 415 | 47.8 | 282 602 | 69 008 | 9 722 |
| | 50 largest firms | 61 | 1 265 342 | 69.8 | 431 647 | 104 669 | 16 300 |
| 712130 | Zoos and botanical gardens | | | | | | |
| | All firms | 555 | 1 812 174 | 100.0 | 629 919 | 149 469 | 25 372 |
| | 4 largest firms | 10 | 362 388 | 20.0 | 127 941 | 32 053 | 3 974 |
| | 8 largest firms | 16 | 536 252 | 29.6 | 176 576 | 43 717 | 5 744 |
| | 20 largest firms | 29 | 865 415 | 47.8 | 282 602 | 69 008 | 9 722 |
| | 50 largest firms | 61 | 1 265 342 | 69.8 | 431 647 | 104 669 | 16 300 |
| 71219 | Nature parks and other similar institutions | | | | | | |
| | All firms | 571 | 352 873 | 100.0 | 111 367 | 24 184 | 5 070 |
| | 4 largest firms | 54 | 82 629 | 23.4 | 18 555 | 4 051 | 525 |
| | 8 largest firms | 82 | 112 178 | 31.8 | 27 972 | 6 167 | 871 |
| | 20 largest firms | 94 | 159 233 | 45.1 | 41 708 | 9 106 | 1 470 |
| | 50 largest firms | 131 | 222 800 | 63.1 | 63 828 | 13 980 | 2 490 |
| 712190 | Nature parks and other similar institutions | | | | | | |
| | All firms | 571 | 352 873 | 100.0 | 111 367 | 24 184 | 5 070 |
| | 4 largest firms | 54 | 82 629 | 23.4 | 18 555 | 4 051 | 525 |
| | 8 largest firms | 82 | 112 178 | 31.8 | 27 972 | 6 167 | 871 |
| | 20 largest firms | 94 | 159 233 | 45.1 | 41 708 | 9 106 | 1 470 |
| | 50 largest firms | 131 | 222 800 | 63.1 | 63 828 | 13 980 | 2 490 |
| | ESTABLISHMENTS EXEMPT FROM FEDERAL INCOME TAX | | | | | | |
| 712 | Museums, historical sites, and similar institutions | | | | | | |
| | All firms | 5 785 | 7 829 221 | 100.0 | 2 708 373 | 653 735 | 112 017 |
| | 4 largest firms | 4 | 651 165 | 8.3 | 231 663 | 56 971 | 7 658 |
| | 8 largest firms | 15 | 1 109 181 | 14.2 | 384 187 | 98 482 | 12 653 |
| | 20 largest firms | 38 | 1 729 274 | 22.1 | 575 980 | 143 198 | 19 340 |
| | 50 largest firms | 144 | 2 691 741 | 34.4 | 892 963 | 220 648 | 31 233 |
| 7121 | Museums, historical sites, and similar institutions | | | | | | |
| | All firms | 5 785 | 7 829 221 | 100.0 | 2 708 373 | 653 735 | 112 017 |
| | 4 largest firms | 4 | 651 165 | 8.3 | 231 663 | 56 971 | 7 658 |
| | 8 largest firms | 15 | 1 109 181 | 14.2 | 384 187 | 98 482 | 12 653 |
| | 20 largest firms | 38 | 1 729 274 | 22.1 | 575 980 | 143 198 | 19 340 |
| | 50 largest firms | 144 | 2 691 741 | 34.4 | 892 963 | 220 648 | 31 233 |

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 EXEMPT FROM FEDERAL INCOME TAX— | | | | | | |
| | Con. | | | | | | |
| 71211 | Museums | | | | | | |
| | All firms | 4 120 | 5 502 232 | 100.0 | 1 896 256 | 463 126 | 77 763 |
| | 4 largest firms | 4 | 651 165 | 11.8 | 231 663 | 56 971 | 7 658 |
| | 8 largest firms | 13 | 967 762 | 17.6 | 325 609 | 81 578 | 10 904 |
| | 20 largest firms | 30 | 1 504 645 | 27.3 | 486 621 | 120 597 | 16 625 |
| | 50 largest firms | 82 | 2 219 347 | 40.3 | 740 874 | 184 136 | 25 083 |
| 712110 | Museums | | | | | | |
| | All firms | 4 120 | 5 502 232 | 100.0 | 1 896 256 | 463 126 | 77 763 |
| | 4 largest firms | 4 | 651 165 | 11.8 | 231 663 | 56 971 | 7 658 |
| | 8 largest firms | 13 | 967 762 | 17.6 | 325 609 | 81 578 | 10 904 |
| | 20 largest firms | 30 | 1 504 645 | 27.3 | 486 621 | 120 597 | 16 625 |
| | 50 largest firms | 82 | 2 219 347 | 40.3 | 740 874 | 184 136 | 25 083 |
| 71212 | Historical sites | | | | | | |
| | All firms | 907 | 499 785 | 100.0 | 167 810 | 38 009 | 9 125 |
| | 4 largest firms | 4 | 127 616 | 25.5 | 35 598 | 8 245 | 1 779 |
| | 8 largest firms | 15 | 160 978 | 32.2 | 45 146 | 10 578 | 2 209 |
| | 20 largest firms | 55 | 223 988 | 44.8 | 71 435 | 16 003 | 3 642 |
| | 50 largest firms | 109 | 305 644 | 61.2 | 99 576 | 22 474 | 4 874 |
| 712120 | Historical sites | | | | | | |
| | All firms | 907 | 499 785 | 100.0 | 167 810 | 38 009 | 9 125 |
| | 4 largest firms | 4 | 127 616 | 25.5 | 35 598 | 8 245 | 1 779 |
| | 8 largest firms | 15 | 160 978 | 32.2 | 45 146 | 10 578 | 2 209 |
| | 20 largest firms | 55 | 223 988 | 44.8 | 71 435 | 16 003 | 3 642 |
| | 50 largest firms | 109 | 305 644 | 61.2 | 99 576 | 22 474 | 4 874 |
| 71213 | Zoos and botanical gardens | | | | | | |
| | All firms | 361 | 1 588 476 | 100.0 | 568 855 | 135 725 | 21 984 |
| | 4 largest firms | 10 | 362 388 | 22.8 | 127 941 | 32 053 | 3 974 |
| | 8 largest firms | 15 | 533 076 | 33.6 | 179 445 | 44 857 | 5 827 |
| | 20 largest firms | 28 | 845 920 | 53.3 | 284 223 | 69 257 | 9 740 |
| | 50 largest firms | 63 | 1 217 292 | 76.6 | 426 077 | 102 986 | 15 693 |
| 712130 | Zoos and botanical gardens | | | | | | |
| | All firms | 361 | 1 588 476 | 100.0 | 568 855 | 135 725 | 21 984 |
| | 4 largest firms | 10 | 362 388 | 22.8 | 127 941 | 32 053 | 3 974 |
| | 8 largest firms | 15 | 533 076 | 33.6 | 179 445 | 44 857 | 5 827 |
| | 20 largest firms | 28 | 845 920 | 53.3 | 284 223 | 69 257 | 9 740 |
| | 50 largest firms | 63 | 1 217 292 | 76.6 | 426 077 | 102 986 | 15 693 |
| 71219 | Nature parks and other similar institutions | | | | | | |
| | All firms | 397 | 238 728 | 100.0 | 75 452 | 16 875 | 3 145 |
| | 4 largest firms | 54 | 82 629 | 34.6 | 18 555 | 4 051 | 525 |
| | 8 largest firms | 82 | 109 535 | 45.9 | 26 530 | 5 805 | 779 |
| | 20 largest firms | 97 | 142 010 | 59.5 | 35 924 | 8 018 | 1 129 |
| | 50 largest firms | 133 | 179 751 | 75.3 | 52 423 | 11 777 | 1 916 |
| 712190 | Nature parks and other similar institutions | | | | | | |
| | All firms | 397 | 238 728 | 100.0 | 75 452 | 16 875 | 3 145 |
| | 4 largest firms | 54 | 82 629 | 34.6 | 18 555 | 4 051 | 525 |
| | 8 largest firms | 82 | 109 535 | 45.9 | 26 530 | 5 805 | 779 |
| | 20 largest firms | 97 | 142 010 | 59.5 | 35 924 | 8 018 | 1 129 |
| | 50 largest firms | 133 | 179 751 | 75.3 | 52 423 | 11 777 | 1 916 |
| | ESTABLISHMENTS SUBJECT TO FEDERAL INCOME TAX | | | | | | |
| 712 | Museums, historical sites, and similar institutions | | | | | | |
| | All firms | 866 | 747 281 | 100.0 | 203 995 | 44 609 | 9 959 |
| | 4 largest firms | 15 | 194 719 | 26.1 | 43 201 | 9 613 | 1 657 |
| | 8 largest firms | 19 | 251 398 | 33.6 | 60 301 | 14 003 | 2 648 |
| | 20 largest firms | 34 | 346 036 | 46.3 | 86 869 | 20 295 | 3 734 |
| | 50 largest firms | 65 | 457 111 | 61.2 | 118 630 | 26 795 | 5 107 |
| 7121 | Museums, historical sites, and similar institutions | | | | | | |
| | All firms | 866 | 747 281 | 100.0 | 203 995 | 44 609 | 9 959 |
| | 4 largest firms | 15 | 194 719 | 26.1 | 43 201 | 9 613 | 1 657 |
| | 8 largest firms | 19 | 251 398 | 33.6 | 60 301 | 14 003 | 2 648 |
| | 20 largest firms | 34 | 346 036 | 46.3 | 86 869 | 20 295 | 3 734 |
| | 50 largest firms | 65 | 457 111 | 61.2 | 118 630 | 26 795 | 5 107 |
| 71211 | Museums | | | | | | |
| | All firms | 415 | 369 129 | 100.0 | 93 607 | 20 665 | 3 794 |
| | 4 largest firms | 13 | 155 026 | 42.0 | 36 209 | 8 127 | 1 419 |
| | 8 largest firms | 17 | 198 930 | 53.9 | 49 173 | 11 294 | 1 742 |
| | 20 largest firms | 30 | 248 537 | 67.3 | 61 644 | 13 712 | 2 064 |
| | 50 largest firms | 64 | 292 177 | 79.2 | 72 604 | 15 920 | 2 588 |
| 712110 | Museums | | | | | | |
| | All firms | 415 | 369 129 | 100.0 | 93 607 | 20 665 | 3 794 |
| | 4 largest firms | 13 | 155 026 | 42.0 | 36 209 | 8 127 | 1 419 |
| | 8 largest firms | 17 | 198 930 | 53.9 | 49 173 | 11 294 | 1 742 |
| | 20 largest firms | 30 | 248 537 | 67.3 | 61 644 | 13 712 | 2 064 |
| | 50 largest firms | 64 | 292 177 | 79.2 | 72 604 | 15 920 | 2 588 |

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. | | | | | | |
| 71212 | Historical sites | | | | | | |
| | All firms | 83 | 40 309 | 100.0 | 13 409 | 2 891 | 852 |
| | 4 largest firms | 4 | 17 478 | 43.4 | 4 936 | 1 000 | 327 |
| | 8 largest firms | 8 | 24 932 | 61.9 | 7 242 | 1 491 | 459 |
| | 20 largest firms | 20 | 32 232 | 80.0 | 10 059 | 2 107 | 599 |
| | 50 largest firms | 50 | 38 779 | 96.2 | 12 771 | 2 738 | 788 |
| 712120 | Historical sites | | | | | | |
| | All firms | 83 | 40 309 | 100.0 | 13 409 | 2 891 | 852 |
| | 4 largest firms | 4 | 17 478 | 43.4 | 4 936 | 1 000 | 327 |
| | 8 largest firms | 8 | 24 932 | 61.9 | 7 242 | 1 491 | 459 |
| | 20 largest firms | 20 | 32 232 | 80.0 | 10 059 | 2 107 | 599 |
| | 50 largest firms | 50 | 38 779 | 96.2 | 12 771 | 2 738 | 788 |
| 71213 | Zoos and botanical gardens | | | | | | |
| | All firms | 194 | 223 698 | 100.0 | 61 064 | 13 744 | 3 388 |
| | 4 largest firms | 5 | 80 162 | 35.8 | 19 465 | 4 789 | 1 115 |
| | 8 largest firms | 9 | 113 910 | 50.9 | 28 946 | 7 044 | 1 607 |
| | 20 largest firms | 21 | 154 558 | 69.1 | 40 604 | 9 631 | 2 307 |
| | 50 largest firms | 51 | 194 950 | 87.1 | 52 595 | 11 840 | 2 826 |
| 712130 | Zoos and botanical gardens | | | | | | |
| | All firms | 194 | 223 698 | 100.0 | 61 064 | 13 744 | 3 388 |
| | 4 largest firms | 5 | 80 162 | 35.8 | 19 465 | 4 789 | 1 115 |
| | 8 largest firms | 9 | 113 910 | 50.9 | 28 946 | 7 044 | 1 607 |
| | 20 largest firms | 21 | 154 558 | 69.1 | 40 604 | 9 631 | 2 307 |
| | 50 largest firms | 51 | 194 950 | 87.1 | 52 595 | 11 840 | 2 826 |
| 71219 | Nature parks and other similar institutions | | | | | | |
| | All firms | 174 | 114 145 | 100.0 | 35 915 | 7 309 | 1 925 |
| | 4 largest firms | 4 | 22 257 | 19.5 | 7 614 | 1 611 | 322 |
| | 8 largest firms | 8 | 36 202 | 31.7 | 11 998 | 2 467 | 537 |
| | 20 largest firms | 24 | 64 276 | 56.3 | 21 327 | 4 585 | 997 |
| | 50 largest firms | 55 | 93 181 | 81.6 | 30 242 | 6 188 | 1 528 |
| 712190 | Nature parks and other similar institutions | | | | | | |
| | All firms | 174 | 114 145 | 100.0 | 35 915 | 7 309 | 1 925 |
| | 4 largest firms | 4 | 22 257 | 19.5 | 7 614 | 1 611 | 322 |
| | 8 largest firms | 8 | 36 202 | 31.7 | 11 998 | 2 467 | 537 |
| | 20 largest firms | 24 | 64 276 | 56.3 | 21 327 | 4 585 | 997 |
| | 50 largest firms | 55 | 93 181 | 81.6 | 30 242 | 6 188 | 1 528 |

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

712 MUSEUMS, HISTORICAL SITES, AND SIMILAR INSTITUTIONS

Industries in the Museums, Historical Sites, and Similar Institutions subsector engage in the preservation and exhibition of objects, sites, and natural wonders of historical, cultural, and/or educational value.

7121 MUSEUMS, HISTORICAL SITES, AND SIMILAR INSTITUTIONS

This industry group includes establishments classified in the following industries: 71211 Museums, 71212 Historical Sites, 71213 Zoos and Botanical Gardens, and 71219 Nature Parks and Other Similar Institutions.

71211 MUSEUMS

This industry comprises establishments primarily engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value.

712110 MUSEUMS

This industry comprises establishments primarily engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value.

71212 HISTORICAL SITES

This industry comprises establishments primarily engaged in the preservation and exhibition of sites, buildings, forts, or communities that describe events or persons of particular historical interest. Archeological sites, battlefields, historical ships, and pioneer villages are included in this industry.

712120 HISTORICAL SITES

This industry comprises establishments primarily engaged in the preservation and exhibition of sites, buildings, forts, or communities that describe events or persons of particular historical interest. Archeological sites, battlefields, historical ships, and pioneer villages are included in this industry.

71213 ZOOS AND BOTANICAL GARDENS

This industry comprises establishments primarily engaged in the preservation and exhibition of live plant and animal life displays.

712130 ZOOS AND BOTANICAL GARDENS

This industry comprises establishments primarily engaged in the preservation and exhibition of live plant and animal life displays.

71219 NATURE PARKS AND OTHER SIMILAR INSTITUTIONS

This industry comprises establishments primarily engaged in the preservation and exhibition of natural areas or settings.

712190 NATURE PARKS AND OTHER SIMILAR INSTITUTIONS

This industry comprises establishments primarily engaged in the preservation and exhibition of natural areas or settings.

PART 2. 1997 NAICS

712 MUSEUMS, HISTORICAL SITES, AND SIMILAR INSTITUTIONS

Industries in the Museums, Historical Sites, and Similar Institutions subsector engage in the preservation and exhibition of objects, sites, and natural wonders of historical, cultural, and/or educational value.

7121 MUSEUMS, HISTORICAL SITES, AND SIMILAR INSTITUTIONS

This industry group includes establishments classified in the following industries: 71211 Museums, 71212 Historical Sites, 71213 Zoos and Botanical Gardens, and 71219 Nature Parks and Other Similar Institutions.

71211 MUSEUMS

This industry comprises establishments primarily engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value.

712110 MUSEUMS

This industry comprises establishments primarily engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value.

71212 HISTORICAL SITES

This industry comprises establishments primarily engaged in the preservation and exhibition of sites, buildings, forts, or communities that describe events or persons of particular historical interest. Archeological sites, battlefields, historical ships, and pioneer villages are included in this industry.

712120 HISTORICAL SITES

This industry comprises establishments primarily engaged in the preservation and exhibition of sites, buildings, forts, or communities that describe events or persons of particular historical interest. Archeological sites, battlefields, historical ships, and pioneer villages are included in this industry.

71213 ZOOS AND BOTANICAL GARDENS

This industry comprises establishments primarily engaged in the preservation and exhibition of live plant and animal life displays.

712130 ZOOS AND BOTANICAL GARDENS

This industry comprises establishments primarily engaged in the preservation and exhibition of live plant and animal life displays.

71219 NATURE PARKS AND OTHER SIMILAR INSTITUTIONS

This industry comprises establishments primarily engaged in the preservation and exhibition of natural areas or settings.

712190 NATURE PARKS AND OTHER SIMILAR INSTITUTIONS

This industry comprises establishments primarily engaged in the preservation and exhibition of natural areas or settings.

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.

