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2002 Economic Census

Accommodation and Food Services

Geographic Area Series



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

HISTORICAL INFORMATION

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

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

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

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

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

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

SOURCES FOR MORE INFORMATION

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

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Accommodation and Food Services

SCOPE

The Accommodation and Food Services sector (sector 72) comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.

Exclusions. Excluded from this sector are governmental organizations classified in the covered industries and recreation or entertainment facilities providing food and beverage services.

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

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

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

REPORTS

The following reports provide statistics on this sector.

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

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

Subject Series:

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

-
- **Miscellaneous Subjects.** This report presents data for a variety of industry-specific topics for establishments of firms with payroll. Presentation of data varies by kind of business.

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

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

GEOGRAPHIC AREAS COVERED

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

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
5. Economic places.
 - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
 - c. Townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 2000 Census of Population).

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- 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 affect this sector.

RELIABILITY OF DATA

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

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

DISCLOSURE

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

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

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

CONTACTS FOR DATA USERS

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

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

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

Table 1. Summary Statistics for the State: 2002

[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]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
HAWAII								
72	Accommodation and food services	3 138	5 551 380	1 604 706	387 730	85 641	9.3	11.0
721	Accommodation	280	3 219 788	959 017	233 252	34 860	1.0	9.6
7211	Traveler accommodation	272	3 218 155	958 659	233 168	34 835	1.0	9.6
72111	Hotels (except casino hotels) and motels	243	3 212 231	957 486	232 890	34 759	1.0	9.6
721110	Hotels (except casino hotels) and motels	243	3 212 231	957 486	232 890	34 759	1.0	9.6
72119	Other traveler accommodation	29	5 924	1 173	278	76	16.1	6.1
721191	Bed-and-breakfast inns	20	3 514	743	178	48	27.1	6.3
721199	All other traveler accommodation	9	2 410	430	100	28	—	5.9
7212	RV (recreational vehicle) parks and recreational camps	3	298	84	20	5	—	—
72121	RV (recreational vehicle) parks and recreational camps	3	298	84	20	5	—	—
721211	RV (recreational vehicle) parks and campgrounds	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	2	D	D	D	a	D	D
7213	Rooming and boarding houses	5	1 335	274	64	20	—	17.2
72131	Rooming and boarding houses	5	1 335	274	64	20	—	17.2
721310	Rooming and boarding houses	5	1 335	274	64	20	—	17.2
722	Food services and drinking places	2 858	2 331 592	645 689	154 478	50 781	20.7	12.8
7221	Full-service restaurants	1 081	1 185 561	368 028	89 625	27 296	19.8	7.5
72211	Full-service restaurants	1 081	1 185 561	368 028	89 625	27 296	19.8	7.5
722110	Full-service restaurants	1 081	1 185 561	368 028	89 625	27 296	19.8	7.5
7222	Limited-service eating places	1 401	869 160	207 744	48 171	18 613	23.5	18.2
72221	Limited-service eating places	1 401	869 160	207 744	48 171	18 613	23.5	18.2
722211	Limited-service restaurants	1 145	751 321	179 421	41 661	16 221	24.9	20.2
722212	Cafeterias, buffets, and grill buffets	13	12 457	3 199	851	249	7.6	—
722213	Snack and nonalcoholic beverage bars	243	105 382	25 124	5 659	2 143	15.4	6.2
7223	Special food services	109	174 794	46 889	11 035	2 556	4.9	22.9
72231	Food service contractors	56	150 324	39 650	9 423	2 011	1.3	25.6
722310	Food service contractors	56	150 324	39 650	9 423	2 011	1.3	25.6
72232	Caterers	33	20 778	6 430	1 414	479	27.0	5.7
722320	Caterers	33	20 778	6 430	1 414	479	27.0	5.7
72233	Mobile food services	20	3 692	809	198	66	27.2	9.8
722330	Mobile food services	20	3 692	809	198	66	27.2	9.8
7224	Drinking places (alcoholic beverages)	267	102 077	23 028	5 647	2 316	34.3	11.4
72241	Drinking places (alcoholic beverages)	267	102 077	23 028	5 647	2 316	34.3	11.4
722410	Drinking places (alcoholic beverages)	267	102 077	23 028	5 647	2 316	34.3	11.4

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

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

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

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
HILO, HI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	350	747 901	210 356	52 253	10 595	7.9	4.8
721	Accommodation	53	559 086	157 626	39 451	6 183	.7	2.5
7211	Traveler accommodation	52	D	D	D	i	D	D
72111	Hotels (except casino hotels) and motels	39	556 291	157 077	39 325	6 141	.6	2.5
721110	Hotels (except casino hotels) and motels	39	556 291	157 077	39 325	6 141	.6	2.5
722	Food services and drinking places	297	188 815	52 730	12 802	4 412	29.4	11.4
7222	Limited-service eating places	143	81 894	19 597	4 664	1 658	22.8	15.4
72221	Limited-service eating places	143	81 894	19 597	4 664	1 658	22.8	15.4
HONOLULU, HI METROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	2 119	2 956 987	830 599	197 918	49 864	10.5	11.5
721	Accommodation	116	1 331 713	384 531	91 633	14 322	.2	8.9
7211	Traveler accommodation	112	1 330 946	384 299	91 578	14 309	.2	8.9
72111	Hotels (except casino hotels) and motels	106	1 329 515	384 045	91 515	14 294	.2	8.9
721110	Hotels (except casino hotels) and motels	106	1 329 515	384 045	91 515	14 294	.2	8.9
722	Food services and drinking places	2 003	1 625 274	446 068	106 285	35 542	18.9	13.7
7221	Full-service restaurants	683	753 545	232 655	55 863	17 344	18.5	7.9
72211	Full-service restaurants	683	753 545	232 655	55 863	17 344	18.5	7.9
722110	Full-service restaurants	683	753 545	232 655	55 863	17 344	18.5	7.9
7222	Limited-service eating places	1 006	631 002	152 157	35 667	13 853	21.2	18.6
72221	Limited-service eating places	1 006	631 002	152 157	35 667	13 853	21.2	18.6
722211	Limited-service restaurants	836	548 720	131 912	31 019	12 147	22.3	20.6
722212	Cafeterias, buffets, and grill buffets	10	11 956	3 122	829	238	3.8	—
722213	Snack and nonalcoholic beverage bars	160	70 326	17 123	3 819	1 468	15.3	5.8
7223	Special food services	88	152 136	41 210	9 857	2 268	4.2	22.6
7224	Drinking places (alcoholic beverages)	226	88 591	20 046	4 898	2 077	31.3	12.6
72241	Drinking places (alcoholic beverages)	226	88 591	20 046	4 898	2 077	31.3	12.6
722410	Drinking places (alcoholic beverages)	226	88 591	20 046	4 898	2 077	31.3	12.6
KAHULUI-WAILUKU, HI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	461	1 379 316	441 069	108 237	18 932	7.6	15.2
721	Accommodation	75	996 407	333 043	81 394	11 110	2.6	16.8
7211	Traveler accommodation	73	D	D	D	j	D	D
72111	Hotels (except casino hotels) and motels	69	994 946	332 713	81 310	11 091	2.5	16.8
721110	Hotels (except casino hotels) and motels	69	994 946	332 713	81 310	11 091	2.5	16.8
722	Food services and drinking places	386	382 909	108 026	26 843	7 822	20.7	11.0
7221	Full-service restaurants	180	252 101	77 875	19 811	5 299	17.5	5.8
72211	Full-service restaurants	180	252 101	77 875	19 811	5 299	17.5	5.8
722110	Full-service restaurants	180	252 101	77 875	19 811	5 299	17.5	5.8
7222	Limited-service eating places	178	107 752	24 716	5 836	2 268	28.2	21.7
72221	Limited-service eating places	178	107 752	24 716	5 836	2 268	28.2	21.7
7223	Special food services	10	16 403	4 198	881	158	7.8	22.6
KAPAA, HI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	208	467 176	122 682	29 322	6 250	8.9	4.8
721	Accommodation	36	332 582	83 817	20 774	3 245	—	2.9
7211	Traveler accommodation	35	D	D	D	h	D	D
72111	Hotels (except casino hotels) and motels	29	331 479	83 651	20 740	3 233	—	2.9
721110	Hotels (except casino hotels) and motels	29	331 479	83 651	20 740	3 233	—	2.9
722	Food services and drinking places	172	134 594	38 865	8 548	3 005	30.7	9.5
7222	Limited-service eating places	74	48 512	11 274	2 004	834	44.9	10.5
72221	Limited-service eating places	74	48 512	11 274	2 004	834	44.9	10.5

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

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

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

Table 3. Summary Statistics for Counties: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
HAWAII								
72	Accommodation and food services	350	747 901	210 356	52 253	10 595	7.9	4.8
721	Accommodation	53	559 086	157 626	39 451	6 183	.7	2.5
7211	Traveler accommodation	52	D	D	D	i	D	D
72111	Hotels (except casino hotels) and motels	39	556 291	157 077	39 325	6 141	.6	2.5
721110	Hotels (except casino hotels) and motels	39	556 291	157 077	39 325	6 141	.6	2.5
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	297	188 815	52 730	12 802	4 412	29.4	11.4
7221	Full-service restaurants	126	96 891	30 817	7 609	2 550	33.5	8.1
72211	Full-service restaurants	126	96 891	30 817	7 609	2 550	33.5	8.1
722110	Full-service restaurants	126	96 891	30 817	7 609	2 550	33.5	8.1
7222	Limited-service eating places	143	81 894	19 597	4 664	1 658	22.8	15.4
72221	Limited-service eating places	143	81 894	19 597	4 664	1 658	22.8	15.4
722211	Limited-service restaurants	115	71 937	17 301	4 144	1 463	24.0	16.0
722213	Snack and nonalcoholic beverage bars	27	D	D	D	c	D	D
7223	Special food services	8	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	20	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	20	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	20	D	D	D	c	D	D
HONOLULU								
72	Accommodation and food services	2 119	2 956 987	830 599	197 918	49 864	10.5	11.5
721	Accommodation	116	1 331 713	384 531	91 633	14 322	.2	8.9
7211	Traveler accommodation	112	1 330 946	384 299	91 578	14 309	.2	8.9
72111	Hotels (except casino hotels) and motels	106	1 329 515	384 045	91 515	14 294	.2	8.9
721110	Hotels (except casino hotels) and motels	106	1 329 515	384 045	91 515	14 294	.2	8.9
7213	Rooming and boarding houses	3	D	D	D	a	D	D
72131	Rooming and boarding houses	3	D	D	D	a	D	D
721310	Rooming and boarding houses	3	D	D	D	a	D	D
722	Food services and drinking places	2 003	1 625 274	446 068	106 285	35 542	18.9	13.7
7221	Full-service restaurants	683	753 545	232 655	55 863	17 344	18.5	7.9
72211	Full-service restaurants	683	753 545	232 655	55 863	17 344	18.5	7.9
722110	Full-service restaurants	683	753 545	232 655	55 863	17 344	18.5	7.9
7222	Limited-service eating places	1 006	631 002	152 157	35 667	13 853	21.2	18.6
72221	Limited-service eating places	1 006	631 002	152 157	35 667	13 853	21.2	18.6
722211	Limited-service restaurants	836	548 720	131 912	31 019	12 147	22.3	20.6
722212	Cafeterias, buffets, and grill buffets	10	11 956	3 122	829	238	3.8	—
722213	Snack and nonalcoholic beverage bars	160	70 326	17 123	3 819	1 468	15.3	5.8
7223	Special food services	88	152 136	41 210	9 857	2 268	4.2	22.6
7224	Drinking places (alcoholic beverages)	226	88 591	20 046	4 898	2 077	31.3	12.6
72241	Drinking places (alcoholic beverages)	226	88 591	20 046	4 898	2 077	31.3	12.6
722410	Drinking places (alcoholic beverages)	226	88 591	20 046	4 898	2 077	31.3	12.6
KAUAI								
72	Accommodation and food services	208	467 176	122 682	29 322	6 250	8.9	4.8
721	Accommodation	36	332 582	83 817	20 774	3 245	—	2.9
7211	Traveler accommodation	35	D	D	D	h	D	D
72111	Hotels (except casino hotels) and motels	29	331 479	83 651	20 740	3 233	—	2.9
721110	Hotels (except casino hotels) and motels	29	331 479	83 651	20 740	3 233	—	2.9
722	Food services and drinking places	172	134 594	38 865	8 548	3 005	30.7	9.5
7221	Full-service restaurants	92	83 024	26 681	6 342	2 103	23.2	8.0
72211	Full-service restaurants	92	83 024	26 681	6 342	2 103	23.2	8.0
722110	Full-service restaurants	92	83 024	26 681	6 342	2 103	23.2	8.0
7222	Limited-service eating places	74	48 512	11 274	2 004	834	44.9	10.5
72221	Limited-service eating places	74	48 512	11 274	2 004	834	44.9	10.5
722211	Limited-service restaurants	61	43 253	10 138	1 750	738	47.0	11.8
7223	Special food services	3	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	MAUI							
72	Accommodation and food services	461	1 379 316	441 069	108 237	18 932	7.6	15.2
721	Accommodation	75	996 407	333 043	81 394	11 110	2.6	16.8
7211	Traveler accommodation	73	D	D	D	j	D	D
72111	Hotels (except casino hotels) and motels	69	994 946	332 713	81 310	11 091	2.5	16.8
721110	Hotels (except casino hotels) and motels	69	994 946	332 713	81 310	11 091	2.5	16.8
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	386	382 909	108 026	26 843	7 822	20.7	11.0
7221	Full-service restaurants	180	252 101	77 875	19 811	5 299	17.5	5.8
72211	Full-service restaurants	180	252 101	77 875	19 811	5 299	17.5	5.8
722110	Full-service restaurants	180	252 101	77 875	19 811	5 299	17.5	5.8
7222	Limited-service eating places	178	107 752	24 716	5 836	2 268	28.2	21.7
72221	Limited-service eating places	178	107 752	24 716	5 836	2 268	28.2	21.7
722211	Limited-service restaurants	133	87 411	20 070	4 748	1 873	31.2	25.1
722213	Snack and nonalcoholic beverage bars	43	D	D	D	e	D	D
7223	Special food services	10	16 403	4 198	881	158	7.8	22.6
7224	Drinking places (alcoholic beverages)	18	6 653	1 237	315	97	54.1	3.4
72241	Drinking places (alcoholic beverages)	18	6 653	1 237	315	97	54.1	3.4
722410	Drinking places (alcoholic beverages)	18	6 653	1 237	315	97	54.1	3.4

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

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

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

Table 4. Summary Statistics for Places: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini-strative records ¹	Estimated ²
AHUIMANU CDP								
72	Accommodation and food services	7	3 592	823	169	88	37.8	—
722	Food services and drinking places	7	3 592	823	169	88	37.8	—
AIEA CDP								
72	Accommodation and food services	59	41 004	10 292	2 522	910	21.6	20.6
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	58	D	D	D	f	D	D
7222	Limited-service eating places	35	20 077	4 812	1 113	421	24.5	16.8
72221	Limited-service eating places	35	20 077	4 812	1 113	421	24.5	16.8
7223	Special food services	1	D	D	D	c	D	D
CAPTAIN COOK CDP								
72	Accommodation and food services	5	1 697	524	140	42	—	25.8
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	4	D	D	D	b	D	D
EWA BEACH CDP								
72	Accommodation and food services	11	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	10	D	D	D	c	D	D
7222	Limited-service eating places	9	7 781	1 903	420	180	15.2	12.6
72221	Limited-service eating places	9	7 781	1 903	420	180	15.2	12.6
EWA GENTRY CDP								
72	Accommodation and food services	2	D	D	D	b	D	D
722	Food services and drinking places	2	D	D	D	b	D	D
EWA VILLAGES CDP								
72	Accommodation and food services	1	D	D	D	a	D	D
722	Food services and drinking places	1	D	D	D	a	D	D
HAIKU-PAUWELA CDP								
72	Accommodation and food services	6	D	D	D	a	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	4	666	107	17	8	62.8	—
HALAWA CDP								
72	Accommodation and food services	15	12 170	3 371	507	191	41.1	4.7
722	Food services and drinking places	15	12 170	3 371	507	191	41.1	4.7
7222	Limited-service eating places	12	8 974	2 220	463	177	20.1	6.3
72221	Limited-service eating places	12	8 974	2 220	463	177	20.1	6.3
HANAMAULU CDP								
72	Accommodation and food services	2	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	1	D	D	D	b	D	D
HAUULA CDP								
72	Accommodation and food services	8	5 213	1 217	308	108	6.8	44.8
722	Food services and drinking places	8	5 213	1 217	308	108	6.8	44.8
7222	Limited-service eating places	8	5 213	1 217	308	108	6.8	44.8
72221	Limited-service eating places	8	5 213	1 217	308	108	6.8	44.8

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
HILO CDP								
72	Accommodation and food services	137	91 546	25 391	6 319	2 263	27.1	19.9
721	Accommodation	10	22 053	6 244	1 781	479	.8	52.7
7211	Traveler accommodation	9	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	6	20 563	6 027	1 731	461	—	56.4
721110	Hotels (except casino hotels) and motels	6	20 563	6 027	1 731	461	—	56.4
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	127	69 493	19 147	4 538	1 784	35.4	9.4
7221	Full-service restaurants	42	24 756	8 144	1 971	788	49.7	13.8
72211	Full-service restaurants	42	24 756	8 144	1 971	788	49.7	13.8
722110	Full-service restaurants	42	24 756	8 144	1 971	788	49.7	13.8
7222	Limited-service eating places	66	39 350	10 156	2 380	901	25.9	7.6
72221	Limited-service eating places	66	39 350	10 156	2 380	901	25.9	7.6
722211	Limited-service restaurants	54	34 942	9 057	2 133	815	27.8	7.0
7223	Special food services	4	D	D	D	b	D	D
HOLUALOA CDP								
72	Accommodation and food services	7	D	D	D	b	D	D
721	Accommodation	4	6 836	1 285	299	71	—	—
7211	Traveler accommodation	4	6 836	1 285	299	71	—	—
72111	Hotels (except casino hotels) and motels	2	D	D	D	b	D	D
721110	Hotels (except casino hotels) and motels	2	D	D	D	b	D	D
722	Food services and drinking places	3	D	D	D	a	D	D
HONOLULU CDP								
72	Accommodation and food services	1 446	2 385 495	679 399	162 441	37 237	8.8	8.8
721	Accommodation	104	D	D	D	j	D	D
7211	Traveler accommodation	101	D	D	D	j	D	D
72111	Hotels (except casino hotels) and motels	96	1 247 247	357 188	85 273	13 124	.2	4.6
721110	Hotels (except casino hotels) and motels	96	1 247 247	357 188	85 273	13 124	.2	4.6
7213	Rooming and boarding houses	3	D	D	D	a	D	D
72131	Rooming and boarding houses	3	D	D	D	a	D	D
721310	Rooming and boarding houses	3	D	D	D	a	D	D
722	Food services and drinking places	1 342	D	D	D	j	D	D
7221	Full-service restaurants	509	577 765	181 594	43 723	13 100	18.1	7.1
72211	Full-service restaurants	509	577 765	181 594	43 723	13 100	18.1	7.1
722110	Full-service restaurants	509	577 765	181 594	43 723	13 100	18.1	7.1
7222	Limited-service eating places	586	348 224	86 027	20 193	7 349	22.5	19.3
72221	Limited-service eating places	586	348 224	86 027	20 193	7 349	22.5	19.3
722211	Limited-service restaurants	474	288 882	71 088	16 795	6 169	24.4	22.5
722212	Cafeterias, buffets, and grill buffets	7	10 330	2 787	730	199	3.3	—
722213	Snack and nonalcoholic beverage bars	105	49 012	12 152	2 668	961	15.2	4.7
7223	Special food services	66	D	D	D	g	D	D
7224	Drinking places (alcoholic beverages)	181	76 812	17 462	4 270	1 790	25.7	13.1
72241	Drinking places (alcoholic beverages)	181	76 812	17 462	4 270	1 790	25.7	13.1
722410	Drinking places (alcoholic beverages)	181	76 812	17 462	4 270	1 790	25.7	13.1
ISLAND OF LANAI								
72	Accommodation and food services	6	D	D	D	f	D	D
721	Accommodation	1	D	D	D	f	D	D
7211	Traveler accommodation	1	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	1	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	1	D	D	D	f	D	D
722	Food services and drinking places	5	2 623	1 072	287	79	58.4	—
ISLAND OF MOLOKAI (BALANCE)								
72	Accommodation and food services	6	D	D	D	b	D	D
721	Accommodation	4	D	D	D	b	D	D
722	Food services and drinking places	2	D	D	D	a	D	D
KAHALUU CDP								
72	Accommodation and food services	1	D	D	D	a	D	D
722	Food services and drinking places	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
KAHULUI CDP								
72	Accommodation and food services	77	85 862	21 545	5 204	1 620	17.1	24.2
721	Accommodation	2	D	D	D	c	D	D
7211	Traveler accommodation	2	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	2	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	2	D	D	D	c	D	D
722	Food services and drinking places	75	D	D	D	g	D	D
7221	Full-service restaurants	24	28 650	7 626	2 045	650	15.2	21.0
72211	Full-service restaurants	24	28 650	7 626	2 045	650	15.2	21.0
722110	Full-service restaurants	24	28 650	7 626	2 045	650	15.2	21.0
7222	Limited-service eating places	47	D	D	D	f	D	D
72221	Limited-service eating places	47	D	D	D	f	D	D
722211	Limited-service restaurants	35	29 233	6 534	1 513	602	35.3	34.5
722213	Snack and nonalcoholic beverage bars	11	D	D	D	c	D	D
7223	Special food services	3	D	D	D	c	D	D
KAILUA CDP (HAWAII COUNTY)								
72	Accommodation and food services	76	259 893	47 177	11 475	2 442	6.4	2.2
721	Accommodation	9	205 938	31 955	7 708	1 226	1.2	.7
7211	Traveler accommodation	9	205 938	31 955	7 708	1 226	1.2	.7
72111	Hotels (except casino hotels) and motels	9	205 938	31 955	7 708	1 226	1.2	.7
721110	Hotels (except casino hotels) and motels	9	205 938	31 955	7 708	1 226	1.2	.7
722	Food services and drinking places	67	53 955	15 222	3 767	1 216	26.1	8.1
7221	Full-service restaurants	38	33 965	10 486	2 644	850	27.5	2.1
72211	Full-service restaurants	38	33 965	10 486	2 644	850	27.5	2.1
722110	Full-service restaurants	38	33 965	10 486	2 644	850	27.5	2.1
7222	Limited-service eating places	24	17 350	3 949	940	311	14.3	20.9
72221	Limited-service eating places	24	17 350	3 949	940	311	14.3	20.9
KAILUA CDP (HONOLULU COUNTY)								
72	Accommodation and food services	85	D	D	D	g	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	84	50 822	12 931	2 998	1 256	28.2	13.0
7222	Limited-service eating places	43	26 563	5 968	1 412	623	24.3	22.5
72221	Limited-service eating places	43	26 563	5 968	1 412	623	24.3	22.5
722211	Limited-service restaurants	38	25 358	5 681	1 340	580	23.3	23.3
KALAHEO CDP								
72	Accommodation and food services	8	4 002	1 432	331	119	32.4	1.5
722	Food services and drinking places	8	4 002	1 432	331	119	32.4	1.5
KALAOA CDP								
72	Accommodation and food services	4	2 850	608	146	66	30.8	-
722	Food services and drinking places	4	2 850	608	146	66	30.8	-
KANEOHE CDP								
72	Accommodation and food services	76	48 562	12 210	2 858	1 158	29.5	18.6
722	Food services and drinking places	76	48 562	12 210	2 858	1 158	29.5	18.6
7222	Limited-service eating places	53	28 554	6 767	1 624	611	23.7	21.3
72221	Limited-service eating places	53	28 554	6 767	1 624	611	23.7	21.3
722211	Limited-service restaurants	42	24 231	5 914	1 425	518	24.9	23.8
7223	Special food services	3	1 908	325	72	39	20.9	18.2
KANEOHE STATION CDP								
72	Accommodation and food services	2	D	D	D	b	D	D
722	Food services and drinking places	2	D	D	D	b	D	D
KAPAA CDP								
72	Accommodation and food services	37	30 977	8 861	2 013	602	19.3	23.0
721	Accommodation	4	D	D	D	c	D	D
7211	Traveler accommodation	4	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	3	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	3	D	D	D	c	D	D
722	Food services and drinking places	33	D	D	D	e	D	D
7222	Limited-service eating places	13	7 106	1 609	385	147	25.0	27.1
72221	Limited-service eating places	13	7 106	1 609	385	147	25.0	27.1

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini-strative records ¹	Estimated ²
KAUNAKAKAI CDP								
72	Accommodation and food services	10	D	D	D	c	D	D
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	9	D	D	D	b	D	D
KEKAHA CDP								
72	Accommodation and food services	2	D	D	D	a	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	1	D	D	D	a	D	D
KIHEI CDP								
72	Accommodation and food services	78	71 471	17 616	4 251	1 285	21.9	19.8
721	Accommodation	11	23 443	4 951	1 308	213	—	31.5
7211	Traveler accommodation	11	23 443	4 951	1 308	213	—	31.5
72111	Hotels (except casino hotels) and motels	11	23 443	4 951	1 308	213	—	31.5
721110	Hotels (except casino hotels) and motels	11	23 443	4 951	1 308	213	—	31.5
722	Food services and drinking places	67	48 028	12 665	2 943	1 072	32.6	14.1
7221	Full-service restaurants	32	25 740	7 583	1 709	622	38.9	8.6
72211	Full-service restaurants	32	25 740	7 583	1 709	622	38.9	8.6
722110	Full-service restaurants	32	25 740	7 583	1 709	622	38.9	8.6
7222	Limited-service eating places	28	17 841	4 188	1 007	386	22.9	25.4
72221	Limited-service eating places	28	17 841	4 188	1 007	386	22.9	25.4
7224	Drinking places (alcoholic beverages)	6	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	6	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	6	D	D	D	b	D	D
LAHAINA CDP								
72	Accommodation and food services	94	154 665	42 979	10 902	2 627	17.5	2.3
721	Accommodation	11	51 199	12 997	3 162	558	16.2	—
7211	Traveler accommodation	11	51 199	12 997	3 162	558	16.2	—
72111	Hotels (except casino hotels) and motels	10	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	10	D	D	D	f	D	D
722	Food services and drinking places	83	103 466	29 982	7 740	2 069	18.2	3.4
7221	Full-service restaurants	46	82 039	24 680	6 475	1 615	15.8	.5
72211	Full-service restaurants	46	82 039	24 680	6 475	1 615	15.8	.5
722110	Full-service restaurants	46	82 039	24 680	6 475	1 615	15.8	.5
7222	Limited-service eating places	36	D	D	D	e	D	D
72221	Limited-service eating places	36	D	D	D	e	D	D
LAIE CDP								
72	Accommodation and food services	7	4 958	1 289	293	125	58.0	38.0
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	5	D	D	D	c	D	D
LIHUE CDP								
72	Accommodation and food services	41	101 526	28 230	6 578	1 383	10.9	2.2
721	Accommodation	6	D	D	D	f	D	D
7211	Traveler accommodation	6	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	6	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	6	D	D	D	f	D	D
722	Food services and drinking places	35	D	D	D	f	D	D
7222	Limited-service eating places	13	9 111	2 009	461	186	47.5	8.1
72221	Limited-service eating places	13	9 111	2 009	461	186	47.5	8.1
MAILI CDP								
72	Accommodation and food services	2	D	D	D	b	D	D
722	Food services and drinking places	2	D	D	D	b	D	D
MAKAHA CDP								
72	Accommodation and food services	3	D	D	D	a	D	D
721	Accommodation	1	D	D	D	a	D	D
7211	Traveler accommodation	1	D	D	D	a	D	D
72111	Hotels (except casino hotels) and motels	1	D	D	D	a	D	D
721110	Hotels (except casino hotels) and motels	1	D	D	D	a	D	D
722	Food services and drinking places	2	D	D	D	a	D	D
MAKAKILO CITY CDP								
72	Accommodation and food services	2	D	D	D	a	D	D
722	Food services and drinking places	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MAKAWAO CDP								
72	Accommodation and food services	8	8 392	2 869	730	263	32.6	.3
722	Food services and drinking places	8	8 392	2 869	730	263	32.6	.3
MAUNAWILI CDP								
72	Accommodation and food services	1	D	D	D	a	D	D
722	Food services and drinking places	1	D	D	D	a	D	D
MILILANI TOWN CDP								
72	Accommodation and food services	35	28 049	7 293	1 725	696	8.4	11.6
722	Food services and drinking places	35	28 049	7 293	1 725	696	8.4	11.6
7222	Limited-service eating places	26	19 130	4 614	1 074	479	8.5	14.0
72221	Limited-service eating places	26	19 130	4 614	1 074	479	8.5	14.0
NANAKULI CDP								
72	Accommodation and food services	4	3 303	798	197	85	8.5	20.2
722	Food services and drinking places	4	3 303	798	197	85	8.5	20.2
NAPILI-HONOKOWAI CDP								
72	Accommodation and food services	18	29 908	6 698	1 793	449	8.9	26.4
721	Accommodation	6	12 674	2 750	803	123	—	46.2
7211	Traveler accommodation	6	12 674	2 750	803	123	—	46.2
72111	Hotels (except casino hotels) and motels	6	12 674	2 750	803	123	—	46.2
721110	Hotels (except casino hotels) and motels	6	12 674	2 750	803	123	—	46.2
722	Food services and drinking places	12	17 234	3 948	990	326	15.5	11.8
PEARL CITY CDP								
72	Accommodation and food services	38	32 168	7 797	1 907	751	19.0	16.8
722	Food services and drinking places	38	32 168	7 797	1 907	751	19.0	16.8
7222	Limited-service eating places	23	17 830	4 064	971	408	16.4	18.8
72221	Limited-service eating places	23	17 830	4 064	971	408	16.4	18.8
PUKALANI CDP								
72	Accommodation and food services	9	5 840	1 455	283	135	27.4	55.4
722	Food services and drinking places	9	5 840	1 455	283	135	27.4	55.4
7222	Limited-service eating places	6	4 588	1 095	212	106	7.7	70.5
72221	Limited-service eating places	6	4 588	1 095	212	106	7.7	70.5
VILLAGE PARK CDP								
72	Accommodation and food services	7	5 207	1 066	257	121	12.6	4.9
722	Food services and drinking places	7	5 207	1 066	257	121	12.6	4.9
7222	Limited-service eating places	5	D	D	D	c	D	D
72221	Limited-service eating places	5	D	D	D	c	D	D
WAHIAWA CDP								
72	Accommodation and food services	40	31 160	7 999	1 853	751	17.6	11.2
722	Food services and drinking places	40	31 160	7 999	1 853	751	17.6	11.2
7222	Limited-service eating places	27	20 043	4 720	1 089	483	18.0	17.4
72221	Limited-service eating places	27	20 043	4 720	1 089	483	18.0	17.4
7223	Special food services	2	D	D	D	b	D	D
WAIALUA CDP								
72	Accommodation and food services	1	D	D	D	a	D	D
722	Food services and drinking places	1	D	D	D	a	D	D
WAIANAE CDP								
72	Accommodation and food services	20	12 233	2 958	690	311	23.2	19.3
722	Food services and drinking places	20	12 233	2 958	690	311	23.2	19.3
7222	Limited-service eating places	12	7 611	1 706	392	195	24.9	18.3
72221	Limited-service eating places	12	7 611	1 706	392	195	24.9	18.3
WAIKOLOA VILLAGE CDP								
72	Accommodation and food services	11	13 050	4 286	1 186	228	18.0	2.8
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	9	D	D	D	c	D	D

See footnotes at end of table.

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							From administrative records ¹	Estimated ²
WAILEA-MAKENA CDP								
72	Accommodation and food services	34	371 472	140 687	31 475	4 687	5.8	12.9
721	Accommodation	13	339 283	130 655	28 714	4 035	5.0	14.0
7211	Traveler accommodation	13	339 283	130 655	28 714	4 035	5.0	14.0
72111	Hotels (except casino hotels) and motels	13	339 283	130 655	28 714	4 035	5.0	14.0
721110	Hotels (except casino hotels) and motels	13	339 283	130 655	28 714	4 035	5.0	14.0
722	Food services and drinking places	21	32 189	10 032	2 761	652	14.1	1.5
7221	Full-service restaurants	15	30 745	9 740	2 687	632	13.4	.2
72211	Full-service restaurants	15	30 745	9 740	2 687	632	13.4	.2
722110	Full-service restaurants	15	30 745	9 740	2 687	632	13.4	.2
WAILUA HOMESTEADS CDP								
72	Accommodation and food services	1	D	D	D	b	D	D
722	Food services and drinking places	1	D	D	D	b	D	D
WAILUKU CDP								
72	Accommodation and food services	52	22 777	5 642	1 282	471	28.7	4.9
721	Accommodation	2	D	D	D	a	D	D
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	50	D	D	D	e	D	D
7222	Limited-service eating places	19	12 487	2 456	615	254	24.3	4.5
72221	Limited-service eating places	19	12 487	2 456	615	254	24.3	4.5
WAIMALU CDP								
72	Accommodation and food services	68	60 141	15 985	3 823	1 417	13.0	13.4
721	Accommodation	4	2 782	708	178	50	—	61.1
722	Food services and drinking places	64	57 359	15 277	3 645	1 367	13.7	11.0
7221	Full-service restaurants	25	31 815	9 301	2 273	776	11.9	2.6
72211	Full-service restaurants	25	31 815	9 301	2 273	776	11.9	2.6
722110	Full-service restaurants	25	31 815	9 301	2 273	776	11.9	2.6
7222	Limited-service eating places	32	23 454	5 514	1 279	560	12.6	23.4
72221	Limited-service eating places	32	23 454	5 514	1 279	560	12.6	23.4
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
WAIMANALO CDP								
72	Accommodation and food services	6	2 794	707	180	70	40.1	9.9
722	Food services and drinking places	6	2 794	707	180	70	40.1	9.9
WAIMANALO BEACH CDP								
72	Accommodation and food services	4	1 598	364	92	39	26.0	1.8
722	Food services and drinking places	4	1 598	364	92	39	26.0	1.8
WAIMEA CDP								
72	Accommodation and food services	24	12 061	3 520	869	236	44.8	9.7
721	Accommodation	3	D	D	D	a	D	D
722	Food services and drinking places	21	D	D	D	c	D	D
7222	Limited-service eating places	13	5 963	1 427	365	111	54.3	8.3
72221	Limited-service eating places	13	5 963	1 427	365	111	54.3	8.3
WAIPAHU CDP								
72	Accommodation and food services	60	40 653	9 402	2 398	886	17.4	10.3
722	Food services and drinking places	60	40 653	9 402	2 398	886	17.4	10.3
7222	Limited-service eating places	36	25 536	5 558	1 453	543	13.4	15.0
72221	Limited-service eating places	36	25 536	5 558	1 453	543	13.4	15.0
722211	Limited-service restaurants	34	D	D	D	f	D	D
WAIPIO CDP								
72	Accommodation and food services	13	18 980	4 169	960	408	17.3	.1
722	Food services and drinking places	13	18 980	4 169	960	408	17.3	.1
7222	Limited-service eating places	7	6 227	1 436	318	147	31.4	—
72221	Limited-service eating places	7	6 227	1 436	318	147	31.4	—
7223	Special food services	1	D	D	D	b	D	D
WHITMORE VILLAGE CDP								
72	Accommodation and food services	1	D	D	D	a	D	D
722	Food services and drinking places	1	D	D	D	a	D	D

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF HAWAII COUNTY								
72	Accommodation and food services	86	D	D	D	i	D	D
721	Accommodation	24	D	D	D	h	D	D
7211	Traveler accommodation	24	D	D	D	h	D	D
72111	Hotels (except casino hotels) and motels	18	D	D	D	h	D	D
721110	Hotels (except casino hotels) and motels	18	D	D	D	h	D	D
722	Food services and drinking places	62	D	D	D	f	D	D
7222	Limited-service eating places	31	D	D	D	e	D	D
72221	Limited-service eating places	31	D	D	D	e	D	D
BALANCE OF HONOLULU COUNTY								
72	Accommodation and food services	94	D	D	D	h	D	D
721	Accommodation	2	D	D	D	g	D	D
7211	Traveler accommodation	2	D	D	D	g	D	D
72111	Hotels (except casino hotels) and motels	2	D	D	D	g	D	D
721110	Hotels (except casino hotels) and motels	2	D	D	D	g	D	D
722	Food services and drinking places	92	D	D	D	g	D	D
7221	Full-service restaurants	19	32 678	9 833	2 512	719	7.8	25.1
72211	Full-service restaurants	19	32 678	9 833	2 512	719	7.8	25.1
722110	Full-service restaurants	19	32 678	9 833	2 512	719	7.8	25.1
7222	Limited-service eating places	62	D	D	D	g	D	D
72221	Limited-service eating places	62	D	D	D	g	D	D
722211	Limited-service restaurants	46	D	D	D	f	D	D
722213	Snack and nonalcoholic beverage bars	16	D	D	D	c	D	D
7223	Special food services	9	D	D	D	b	D	D
BALANCE OF KAUAI COUNTY								
72	Accommodation and food services	117	329 338	83 617	20 234	4 077	7.0	3.9
721	Accommodation	24	D	D	D	g	D	D
7211	Traveler accommodation	24	D	D	D	g	D	D
72111	Hotels (except casino hotels) and motels	19	D	D	D	g	D	D
721110	Hotels (except casino hotels) and motels	19	D	D	D	g	D	D
722	Food services and drinking places	93	D	D	D	g	D	D
7221	Full-service restaurants	46	D	D	D	g	D	D
72211	Full-service restaurants	46	D	D	D	g	D	D
722110	Full-service restaurants	46	D	D	D	g	D	D
7222	Limited-service eating places	43	D	D	D	e	D	D
72221	Limited-service eating places	43	D	D	D	e	D	D
722211	Limited-service restaurants	34	D	D	D	e	D	D
7223	Special food services	2	D	D	D	b	D	D
BALANCE OF MAUI COUNTY								
72	Accommodation and food services	63	573 227	169 702	43 418	6 297	1.7	11.0
721	Accommodation	22	513 042	149 461	38 466	5 165	.1	11.8
7211	Traveler accommodation	21	D	D	D	i	D	D
72111	Hotels (except casino hotels) and motels	20	D	D	D	i	D	D
721110	Hotels (except casino hotels) and motels	20	D	D	D	i	D	D
722	Food services and drinking places	41	60 185	20 241	4 952	1 132	15.4	4.0
7221	Full-service restaurants	24	52 312	18 567	4 537	975	11.8	4.6
72211	Full-service restaurants	24	52 312	18 567	4 537	975	11.8	4.6
722110	Full-service restaurants	24	52 312	18 567	4 537	975	11.8	4.6
7222	Limited-service eating places	17	7 873	1 674	415	157	39.0	—
72221	Limited-service eating places	17	7 873	1 674	415	157	39.0	—

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

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

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

Appendix A.

Explanation of Terms

ANNUAL PAYROLL

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

ESTABLISHMENTS

An establishment is a single physical location at which business is conducted and/or services are provided. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Accommodation and food services 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 accommodation and food services establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 2002.

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

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling gifts/souvenirs within a hotel would be considered a separate establishment under the "gift, novelty, and souvenir stores" classification in the Retail Trade sector.

FIRST-QUARTER PAYROLL

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

PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

Paid employees consist of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose

payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

SALES

Includes sales from customers for services rendered, from the use of facilities and from merchandise sold. If tax-exempt, includes dues and assessments from members and affiliates.

Sales do not include carrying or other credit charges; sales and other taxes (including Hawaii's General Excise Tax) collected from customers and forwarded to taxing authorities; gross sales and receipts of departments or concessions operated by other companies; and commissions or receipts from the sale of government lottery tickets.

Excludes sales from civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services.

Appendix B.

NAICS Codes, Titles, and Descriptions

72 ACCOMMODATION AND FOOD SERVICES

The Accommodation and Food Services sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The sector includes both accommodation and food services establishments because the two activities are often combined at the same establishment.

Excluded from this sector are civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services.

721 ACCOMMODATION

Industries in the Accommodation subsector provide lodging or short-term accommodations for travelers, vacationers, and others. There is a wide range of establishments in these industries. Some provide lodging only; while others provide meals, laundry services, and recreational facilities, as well as lodging. Lodging establishments are classified in this subsector even if the provision of complementary services generates more revenue. The types of complementary services provided vary from establishment to establishment.

The subsector is organized into three industry groups: **traveler accommodation, recreational accommodation**, and **rooming and boarding houses**. The **Traveler Accommodation** industry group includes establishments that primarily provide traditional types of lodging services. This group includes hotels, motels, and bed-and-breakfast inns. In addition to lodging, these establishments may provide a range of other services to their guests. The **RV (Recreational Vehicle) Parks and Recreational Camps** industry group includes establishments that operate lodging facilities primarily designed to accommodate outdoor enthusiasts. Included are travel trailer campsites, recreational vehicle parks, and outdoor adventure retreats. The **Rooming and Boarding Houses** industry group includes establishments providing temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. Board (i.e., meals) may be provided but is not essential.

Establishments that manage short-stay accommodation establishments (e.g., hotels and motels) on a contractual basis are classified in this subsector if they both manage the operation and provide the operating staff. Such establishments are classified based on the type of facility managed and operated.

7211 TRAVELER ACCOMMODATION

This industry group includes establishments classified in the following industries: 72111, Hotels (except Casino Hotels) and Motels; 72112, Casino Hotels; and 72119, Other Traveler Accommodation.

72111 HOTELS (EXCEPT CASINO HOTELS) AND MOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels. The establishments in this industry may offer food and beverage services, recreational services, conference rooms and convention services, laundry services, parking, and other services.

721110 HOTELS (EXCEPT CASINO HOTELS) AND MOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels. The establishments in this industry may offer food and beverage services, recreational services, conference rooms and convention services, laundry services, parking, and other services.

72112 CASINO HOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in hotel facilities with a casino on the premises. The casino on premises includes table wagering games and may include other gambling activities, such as slot machines and sports betting. These establishments generally offer a range of services and amenities, such as food and beverage services, entertainment, valet parking, swimming pools, and conference and convention facilities.

721120 CASINO HOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in hotel facilities with a casino on the premises. The casino on premises includes table wagering games and may include other gambling activities, such as slot machines and sports betting. These establishments generally offer a range of services and amenities, such as food and beverage services, entertainment, valet parking, swimming pools, and conference and convention facilities.

72119 OTHER TRAVELER ACCOMMODATION

This industry comprises establishments primarily engaged in providing short-term lodging (except hotels, motels, and casino hotels).

721191 BED-AND-BREAKFAST INNS

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as bed-and-breakfast inns. These establishments provide short-term lodging in private homes or small buildings converted for this purpose. Bed-and-breakfast inns are characterized by a highly personalized service and inclusion of a full breakfast in a room rate.

721199 ALL OTHER TRAVELER ACCOMMODATION

This industry comprises establishments primarily engaged in providing short-term lodging (except hotels, motels, casino hotels, and bed-and-breakfast inns).

7212 RV (RECREATIONAL VEHICLE) PARKS AND RECREATIONAL CAMPS

This industry comprises establishments primarily engaged in operating recreational vehicle parks and campgrounds and recreational and vacation camps. These establishments cater to outdoor enthusiasts and are characterized by the type of accommodation and by the nature and the range of recreational facilities and activities provided to their clients.

72121 RV (RECREATIONAL VEHICLE) PARKS AND RECREATIONAL CAMPS

This industry comprises establishments primarily engaged in operating recreational vehicle parks and campgrounds and recreational and vacation camps. These establishments cater to outdoor enthusiasts and are characterized by the type of accommodation and by the nature and the range of recreational facilities and activities provided to their clients.

721211 RV (RECREATIONAL VEHICLE) PARKS AND CAMPGROUNDS

This industry comprises establishments primarily engaged in operating sites to accommodate campers and their equipment, including tents, tent trailers, travel trailers, and RVs (recreational vehicles). These establishments may provide access to facilities, such as washrooms, laundry rooms, recreation halls and playgrounds, stores, and snack bars.

721214 RECREATIONAL AND VACATION CAMPS (EXCEPT CAMPGROUNDS)

This industry comprises establishments primarily engaged in operating overnight recreational camps, such as children's camps, family vacation camps, hunting and fishing camps, and outdoor adventure retreats that offer trail riding, white-water rafting, hiking, and similar activities. These establishments provide accommodation facilities, such as cabins and fixed camp sites, and other amenities, such as food services, recreational facilities and equipment, and organized recreational activities.

7213 ROOMING AND BOARDING HOUSES

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

72131 ROOMING AND BOARDING HOUSES

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

721310 ROOMING AND BOARDING HOUSES

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

722 FOOD SERVICES AND DRINKING PLACES

Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only; while others provide various combinations of seating space, waiter/waitress services and incidental amenities, such as limited entertainment. The industries in the subsector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services; and drinking places.

Food services and drink activities at hotels and motels; amusement parks, theaters, casinos, country clubs, and similar recreational facilities; and civic and social organizations are included in this subsector only if these services are provided by a separate establishment primarily engaged in providing food and beverage services.

Excluded from this subsector are establishments operating dinner cruises. These establishments are classified in Subsector 487, Scenic and Sightseeing Transportation because those establishments utilize transportation equipment to provide scenic recreational entertainment.

7221 FULL-SERVICE RESTAURANTS

This industry group comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide this type of food service to patrons with any combination of other services, such as take-out services, are classified in this industry.

72211 FULL-SERVICE RESTAURANTS

This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. These establishments may provide this type of food service to patrons in combination with selling alcoholic beverages, providing take-out services, or presenting live nontheatrical entertainment.

722110 FULL-SERVICE RESTAURANTS

This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. These establishments may provide this type of food service to patrons in combination with selling alcoholic beverages, providing take-out services, or presenting live nontheatrical entertainment.

7222 LIMITED-SERVICE EATING PLACES

This industry group comprises establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery.

72221 LIMITED-SERVICE EATING PLACES

This industry comprises establishments primarily engaged in: (1) providing food services where patrons generally order or select items and pay before eating, or (2) selling a specialty snack or nonalcoholic beverage for consumption on or near the premises. Food and drink may be consumed on the premises, taken out, or delivered to customers' location. Some establishments (except snack and nonalcoholic beverage bars) in this industry may provide these food services in combination with selling alcoholic beverages.

722211 LIMITED-SERVICE RESTAURANTS

This industry comprises establishments primarily engaged in providing food services (except snack and nonalcoholic beverage bars) where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out, or delivered to the customer's location. Some establishments in this industry may provide these food services in combination with selling alcoholic beverages.

722212 CAFETERIAS, BUFFETS, AND GRILL BUFFETS

This industry comprises establishments, known as cafeterias, buffets, or grill buffets, primarily engaged in preparing and serving meals for immediate consumption using cafeteria-style or buffet serving equipment, such as steam tables, refrigerated areas, display grills, and self-service nonalcoholic beverage dispensing equipment. Patrons select from food and drink items on display in a continuous cafeteria line or from buffet stations.

722213 SNACK AND NONALCOHOLIC BEVERAGE BARS

This industry comprises establishments primarily engaged in: (1) preparing and/or serving a specialty snack, such as ice cream, frozen yogurt, cookies, or popcorn, or (2) serving nonalcoholic beverages, such as coffee, juices, or sodas for consumption on or near the premises. These establishments may carry and sell a combination of snack, nonalcoholic beverage, and other related products (e.g., coffee beans, mugs, coffee makers) but generally promote and sell a unique snack or nonalcoholic beverage.

7222131 ICE CREAM AND SOFT SERVE SHOPS

This industry comprises establishments primarily engaged in selling ice cream and/or frozen custard for immediate consumption.

7222132 FROZEN YOGURT SHOPS

This industry comprises establishments primarily engaged in selling frozen yogurt for immediate consumption.

7222133 DOUGHNUT SHOPS

This industry comprises establishments primarily engaged in selling doughnuts, for consumption on or off the premises.

7222134 BAGEL SHOPS

This industry comprises establishments primarily engaged in selling bagels, including bagel sandwiches, for consumption on or off the premises. Establishments primarily engaged in selling bulk bagels to retail customers are also included.

7222135 COFFEE SHOPS

This industry comprises establishments primarily engaged in selling freshly brewed coffee, for consumption on or off the premises. Establishments providing beverage teas are also included. The sale of food frequently accounts for a substantial portion of the sales of these establishments.

7222136 COOKIE SHOPS

This industry comprises establishments primarily engaged in selling cookies.

7222137 OTHER SNACK AND NONALCOHOLIC BEVERAGE BARS

This industry comprises establishments primarily engaged in selling specialty snacks and beverages, such as pretzels, sodas, and juices from permanent sites for immediate consumption on or near the premises.

7223 SPECIAL FOOD SERVICES

This industry group comprises establishments primarily engaged in providing one of the following food services: (1) at the customer's location; (2) at a location designated by the customer; or (3) from motorized vehicles or nonmotorized carts.

72231 FOOD SERVICE CONTRACTORS

This industry comprises establishments primarily engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based on contractual arrangements with these types of organizations for a specified period of time. The establishments of this industry provide food services for the convenience of the contracting organization or the contracting organization's customers. The contractual arrangement of these establishments with contracting organizations may vary from type of facility operated (e.g., cafeteria, restaurant, fast-food eating place), revenue sharing, and cost structure, to providing personnel. Management staff is always provided by the food service contractors.

722310 FOOD SERVICE CONTRACTORS

This industry comprises establishments primarily engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based on contractual arrangements with these types of organizations for a specified period of time. The establishments of this industry provide food services for the convenience of the contracting organization or the contracting organization's customers. The contractual arrangement of these establishments with contracting organizations may vary from type of facility operated (e.g., cafeteria, restaurant, fast-food eating place), revenue sharing, and cost structure, to providing personnel. Management staff is always provided by the food service contractors.

72232 CATERERS

This industry comprises establishments primarily engaged in providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons, and trade shows.

722320 CATERERS

This industry comprises establishments primarily engaged in providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons, and trade shows.

72233 MOBILE FOOD SERVICES

This industry comprises establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or nonmotorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts, and ice cream trucks.

722330 MOBILE FOOD SERVICES

This industry comprises establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or nonmotorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts, and ice cream trucks.

7224 DRINKING PLACES (ALCOHOLIC BEVERAGES)

This industry group comprises establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption.

72241 DRINKING PLACES (ALCOHOLIC BEVERAGES)

This industry comprises establishments known as bars, taverns, nightclubs, or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

722410 DRINKING PLACES (ALCOHOLIC BEVERAGES)

This industry comprises establishments known as bars, taverns, nightclubs, or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

Appendix C.

Methodology

SOURCES OF THE DATA

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

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

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

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

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

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments are based on the *North American Industry Classification System, United States, 2002* manual. 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.

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

RELIABILITY OF DATA

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

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

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

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

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

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

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

TREATMENT OF NONRESPONSE

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

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

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

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

HAWAII

Ewa Gentry CDP is now tabulated separately due to a population increase. This change deletes territory from the Balance of Honolulu County.

Iroquois Point CDP is no longer tabulated separately due to a population decrease. This change adds territory to the Balance of Honolulu County.

Island of Lanai code changed from 43700 to 19200.

Island of Molokai (balance) erroneously reported with name Island of Molokai in 1997; the term "(balance)" after the island refers to the portion of the island excluding a CDP recognized for the 2002 Economic Census. Island of Molokai (balance) contains all of the Island of Molokai (including Kalawao County and part of Maui County) except Kaunakakai CDP.

Waikoloa Village CDP is now tabulated separately due to a population increase. This change deletes territory from the Balance of Hawaii County.

Balance of Hawaii County no longer includes Waikoloa Village CDP, which is tabulated separately due to a population increase.

Balance of Honolulu County no longer includes Ewa Gentry CDP, which is tabulated separately due to a population increase, and includes Iroquois Point CDP, which is no longer tabulated separately due to a population decrease.

Appendix E.

Metropolitan and Micropolitan Statistical Areas

HILO, HI MICROPOLITAN STATISTICAL AREA

Hawaii County, HI

HONOLULU, HI METROPOLITAN STATISTICAL AREA

Honolulu County, HI

KAHULUI-WAILUKU, HI MICROPOLITAN STATISTICAL AREA

Maui County, HI

KAPAA, HI MICROPOLITAN STATISTICAL AREA

Kauai County, HI

