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2002 Economic Census

Real Estate and Rental and Leasing

Geographic Area Series



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U.S. Department of Commerce
Donald L. Evans,
Secretary

Theodore W. Kassinger,
Deputy Secretary

Economics and Statistics Administration
Kathleen B. Cooper,
Under Secretary for
Economic Affairs

U.S. CENSUS BUREAU
Charles Louis Kincannon,
Director



**Economics
and Statistics
Administration**

Kathleen B. Cooper,
Under Secretary
for Economic Affairs



U.S. CENSUS BUREAU

Charles Louis Kincannon,
Director

Hermann Habermann,
Deputy Director and
Chief Operating Officer

Vacant,
Principal Associate
Director for Programs

Frederick T. Knickerbocker,
Associate Director
for Economic Programs

Thomas L. Mesenbourg,
Assistant Director
for Economic Programs

Mark E. Wallace,
Chief, Service Sector
Statistics Division

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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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Real Estate and Rental and Leasing

SCOPE

The Real Estate and Rental and Leasing sector (sector 53) comprises establishments of firms with payroll primarily engaged in renting, leasing, or otherwise allowing the use of tangible assets (e.g., real estate and equipment), intangible assets (e.g., patents and trademarks), and establishments providing related services (e.g., establishments primarily engaged in managing real estate for others, selling, renting and/or buying real estate for others, and appraising real estate).

Exclusions. The following industries are not included in this sector: real estate investment trusts (REITs), which are classified in Subsector 525, Funds, Trusts, and Other Financial Vehicles, because they are considered investment vehicles; and establishments primarily engaged in renting or leasing equipment with operators, which are classified in various subsectors of NAICS depending on the nature of the services provided (e.g., transportation, construction, agriculture). These activities are excluded from this sector because the client is paying for the expertise and knowledge of the equipment operator, in addition to the use of the equipment.

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

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

REPORTS

The following reports provide statistics on this sector.

Industry Series. There are 11 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, revenue, 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, revenue, payroll, and employment by kind of business for the state, metropolitan and micropolitan statistical areas, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. The United States report presents data for the United States as a whole for detailed kind-of-business classifications.

Subject Series:

- **Product Lines.** This report presents product lines data for establishments of firms with payroll by kind of business. Establishments may report negative revenue for selected product lines. Because of this, percentages for product lines may be in excess of 100 or less than 0. Data are presented for the United States only.
- **Establishment and Firm Size (Including Legal Form of Organization).** This report presents revenue, payroll, and employment data for the United States by revenue size, by employment size, and by legal form of organization for establishments of firms with payroll; and by revenue size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.

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

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

GEOGRAPHIC AREAS COVERED

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

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

-
- d. Balance of county. Areas outside the entities listed above, including incorporated municipalities with populations of fewer than 2,500, towns and townships not qualifying as noted above, and the remainders of counties outside places are categorized as "Balance of county."

DOLLAR VALUES

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

All dollar values are shown in thousands of dollars.

COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS). While there were revisions to some industries for 2002, none of those 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 the Service Annual Survey (SAS) each year. This survey, while providing more frequent observations, yields less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county, and Statistics of U.S. Businesses 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, Utilities and Financial Census Branch, 1-800-541-8345 or fcb@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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini- strative records ¹	Estimated ²
HAWAII								
53	Real estate and rental and leasing	1 883	2 372 266	439 482	102 877	14 758	12.9	5.7
531	Real estate	1 526	1 657 773	333 457	77 822	10 228	17.4	7.0
5311	Lessors of real estate	633	688 789	86 150	21 103	2 582	15.7	6.6
53111	Lessors of residential buildings and dwellings	327	146 844	22 725	5 336	1 063	25.5	19.3
531110	Lessors of residential buildings and dwellings	327	146 844	22 725	5 336	1 063	25.5	19.3
5311101	Lessors of apartment buildings	261	126 459	18 602	4 430	900	25.5	19.7
5311109	Lessors of dwellings other than apartment buildings	66	20 385	4 123	906	163	25.4	16.8
53112	Lessors of nonresidential buildings (except miniwarehouses)	248	409 327	48 633	11 190	1 133	16.4	3.5
531120	Lessors of nonresidential buildings (except miniwarehouses)	248	409 327	48 633	11 190	1 133	16.4	3.5
5311201	Lessors of professional and other office buildings	111	166 767	20 134	5 146	502	18.6	4.8
5311202	Lessors of manufacturing and industrial buildings	34	55 839	5 307	1 300	137	14.1	1.8
5311203	Lessors of shopping centers and retail stores	80	149 171	18 599	3 524	393	18.3	2.9
5311209	Lessors of other nonresidential buildings and facilities	23	37 550	4 593	1 220	101	2.2	2.7
53113	Lessors of miniwarehouses and self-storage units	31	26 744	3 429	803	188	9.4	8.3
531130	Lessors of miniwarehouses and self-storage units	31	26 744	3 429	803	188	9.4	8.3
53119	Lessors of other real estate property	27	105 874	11 363	3 774	198	1.1	.3
531190	Lessors of other real estate property	27	105 874	11 363	3 774	198	1.1	.3
5311909	Lessors of other real estate property	24	103 152	11 160	3 724	191	.5	.3
5312	Offices of real estate agents and brokers	448	555 125	105 177	25 122	3 509	15.4	6.5
53121	Offices of real estate agents and brokers	448	555 125	105 177	25 122	3 509	15.4	6.5
531210	Offices of real estate agents and brokers	448	555 125	105 177	25 122	3 509	15.4	6.5
5312101	Offices of residential real estate agents and brokers	382	503 520	91 612	21 811	3 204	15.8	6.4
5312109	Offices of nonresidential real estate agents and brokers	66	51 605	13 565	3 311	305	11.3	6.7
5313	Activities related to real estate	445	413 859	142 130	31 597	4 137	22.8	8.3
53131	Real estate property managers	269	328 014	106 052	23 635	3 342	20.6	6.4
531311	Residential property managers	185	133 687	59 834	13 242	2 009	26.8	10.2
531312	Nonresidential property managers	84	194 327	46 218	10 393	1 333	16.3	3.9
53132	Offices of real estate appraisers	66	24 575	10 317	2 000	232	53.4	7.7
531320	Offices of real estate appraisers	66	24 575	10 317	2 000	232	53.4	7.7
53139	Other activities related to real estate	110	61 270	25 761	5 962	563	22.2	18.5
531390	Other activities related to real estate	110	61 270	25 761	5 962	563	22.2	18.5
532	Rental and leasing services	352	705 671	105 342	24 881	4 509	2.5	2.9
5321	Automotive equipment rental and leasing	77	498 597	56 158	13 025	2 282	.6	2.1
53211	Passenger car rental and leasing	64	478 241	53 609	12 446	2 201	.5	2.1
532111	Passenger car rental	62	D	D	D	g	D	D
53212	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	13	20 356	2 549	579	81	3.8	.9
532120	Truck, utility trailer, and RV (recreational vehicle) rental and leasing	13	20 356	2 549	579	81	3.8	.9
5321201	Truck rental without drivers	8	D	D	D	b	D	D
5322	Consumer goods rental	185	148 956	33 048	8 130	1 628	7.8	5.4
53221	Consumer electronics and appliances rental	16	18 041	3 669	860	107	16.4	11.1
532210	Consumer electronics and appliances rental	16	18 041	3 669	860	107	16.4	11.1
53222	Formal wear and costume rental	22	45 484	7 739	1 920	323	4.1	3.6
532220	Formal wear and costume rental	22	45 484	7 739	1 920	323	4.1	3.6
53223	Video tape and disc rental	67	37 401	5 813	1 438	500	10.5	6.7
532230	Video tape and disc rental	67	37 401	5 813	1 438	500	10.5	6.7
53229	Other consumer goods rental	80	48 030	15 827	3 912	698	6.1	3.8
532291	Home health equipment rental	6	11 392	3 344	772	87	—	—
532292	Recreational goods rental	52	27 333	9 638	2 206	459	5.7	3.1
532299	All other consumer goods rental	22	9 305	2 845	934	152	14.8	10.7
5323	General rental centers	26	12 128	3 228	748	118	3.9	—
53231	General rental centers	26	12 128	3 228	748	118	3.9	—
532310	General rental centers	26	12 128	3 228	748	118	3.9	—
5324	Commercial and industrial machinery and equipment rental and leasing	64	45 990	12 908	2 978	481	5.1	4.0
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	23	11 121	2 514	469	62	15.7	3.5
532412	Construction, mining, and forestry machinery and equipment rental and leasing	18	10 161	2 369	434	54	17.0	3.8
5324121	Rental and leasing of heavy construction equipment without operators	18	10 161	2 369	434	54	17.0	3.8
53249	Other commercial and industrial machinery and equipment rental and leasing	39	D	D	D	e	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	39	D	D	D	e	D	D
5324901	Medical equipment rental and leasing (except home health furniture and equipment)	10	7 493	1 629	367	38	—	.9
5324902	Industrial equipment rental and leasing	23	19 441	6 371	1 531	169	3.2	5.6
533	Lessors of nonfinancial intangible assets (except copyrighted works)	5	8 822	683	174	21	—	—

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

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

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

Table 2. 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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini- strative records ¹	Estimated ²
HILO, HI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	239	278 016	55 840	12 888	1 766	11.7	2.1
531	Real estate	184	185 252	44 299	10 148	1 220	16.5	2.4
5311	Lessors of real estate	61	39 217	5 041	1 160	186	28.7	.9
53111	Lessors of residential buildings and dwellings	25	15 631	2 152	482	82	19.6	.3
531110	Lessors of residential buildings and dwellings	25	15 631	2 152	482	82	19.6	.3
5311101	Lessors of apartment buildings	18	13 960	1 132	280	53	20.7	.4
53112	Lessors of nonresidential buildings (except miniwarehouses)	29	20 142	2 594	614	94	38.6	.7
531120	Lessors of nonresidential buildings (except miniwarehouses)	29	20 142	2 594	614	94	38.6	.7
5311201	Lessors of professional and other office buildings	16	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	76	115 042	24 920	5 900	633	9.7	2.7
53121	Offices of real estate agents and brokers	76	115 042	24 920	5 900	633	9.7	2.7
531210	Offices of real estate agents and brokers	76	115 042	24 920	5 900	633	9.7	2.7
5312101	Offices of residential real estate agents and brokers ...	65	107 129	23 540	5 467	609	8.2	2.7
5312109	Offices of nonresidential real estate agents and brokers	11	7 913	1 380	433	24	29.6	3.2
5313	Activities related to real estate	47	30 993	14 338	3 088	401	26.5	3.3
53131	Real estate property managers	24	21 846	10 452	2 026	324	13.8	4.7
531311	Residential property managers	21	16 904	8 934	1 607	252	15.3	6.1
53132	Offices of real estate appraisers	12	3 022	810	164	30	78.5	—
531320	Offices of real estate appraisers	12	3 022	810	164	30	78.5	—
53139	Other activities related to real estate	11	6 125	3 076	898	47	46.4	—
531390	Other activities related to real estate	11	6 125	3 076	898	47	46.4	—
532	Rental and leasing services	54	D	D	D	f	D	D
5321	Automotive equipment rental and leasing	15	D	D	D	e	D	D
53211	Passenger car rental and leasing	13	70 509	6 876	1 592	309	—	.3
532111	Passenger car rental	13	70 509	6 876	1 592	309	—	.3
5322	Consumer goods rental	30	16 100	3 702	889	197	10.9	7.3
53223	Video tape and disc rental	10	4 639	638	165	64	15.9	17.3
532230	Video tape and disc rental	10	4 639	638	165	64	15.9	17.3
53229	Other consumer goods rental	15	D	D	D	c	D	D
532292	Recreational goods rental	10	4 820	1 590	352	80	7.3	3.7
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
HONOLULU, HI METROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	1 238	1 568 811	297 501	68 197	9 798	12.7	6.7
531	Real estate	1 041	1 186 815	232 283	52 800	7 070	15.8	7.6
5311	Lessors of real estate	487	541 378	68 128	16 451	1 971	15.0	6.8
53111	Lessors of residential buildings and dwellings	258	110 276	15 418	3 762	772	27.4	20.1
531110	Lessors of residential buildings and dwellings	258	110 276	15 418	3 762	772	27.4	20.1
5311101	Lessors of apartment buildings	211	96 147	13 834	3 401	686	26.6	20.7
5311109	Lessors of dwellings other than apartment buildings	47	14 129	1 584	361	86	32.8	16.5
53112	Lessors of nonresidential buildings (except miniwarehouses)	186	308 364	39 012	8 360	862	15.5	4.0
531120	Lessors of nonresidential buildings (except miniwarehouses)	186	308 364	39 012	8 360	862	15.5	4.0
5311201	Lessors of professional and other office buildings	82	101 605	14 870	3 339	397	21.0	6.8
5311202	Lessors of manufacturing and industrial buildings	28	54 466	4 443	1 097	115	14.2	1.7
5311203	Lessors of shopping centers and retail stores	59	120 056	16 177	2 968	282	15.0	3.5
5311209	Lessors of other nonresidential buildings and facilities ...	17	32 237	3 522	956	68	2.6	1.1
53113	Lessors of miniwarehouses and self-storage units	23	18 886	2 925	691	166	11.0	11.5
531130	Lessors of miniwarehouses and self-storage units	23	18 886	2 925	691	166	11.0	11.5
53119	Lessors of other real estate property	20	103 852	10 773	3 638	171	.9	.3
531190	Lessors of other real estate property	20	103 852	10 773	3 638	171	.9	.3
5311909	Lessors of other real estate property	18	D	D	D	c	D	D
5312	Offices of real estate agents and brokers	239	320 131	58 106	13 739	2 217	12.4	8.4
53121	Offices of real estate agents and brokers	239	320 131	58 106	13 739	2 217	12.4	8.4
531210	Offices of real estate agents and brokers	239	320 131	58 106	13 739	2 217	12.4	8.4
5312101	Offices of residential real estate agents and brokers ...	200	291 338	48 149	11 449	2 001	13.0	8.4
5312109	Offices of nonresidential real estate agents and brokers	39	28 793	9 957	2 290	216	6.5	8.1
5313	Activities related to real estate	315	325 306	106 049	22 610	2 882	20.4	8.2
53131	Real estate property managers	196	263 885	78 425	16 975	2 273	19.7	6.4
531311	Residential property managers	129	84 076	37 829	8 184	1 218	26.5	11.3
531312	Nonresidential property managers	67	179 809	40 596	8 791	1 055	16.6	4.1
53132	Offices of real estate appraisers	45	17 002	8 481	1 596	174	41.4	10.0
531320	Offices of real estate appraisers	45	17 002	8 481	1 596	174	41.4	10.0
53139	Other activities related to real estate	74	44 419	19 143	4 039	435	16.5	17.8
531390	Other activities related to real estate	74	44 419	19 143	4 039	435	16.5	17.8

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 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 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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini- strative records ¹	Estimated ²
HONOLULU, HI METROPOLITAN STATISTICAL AREA								
—Con.								
53	Real estate and rental and leasing—Con.							
532	Rental and leasing services	194	D	D	D	h	D	D
5321	Automotive equipment rental and leasing	28	227 579	30 682	7 071	1 164	.7	4.4
53211	Passenger car rental and leasing	19	208 435	28 271	6 524	1 089	.4	4.8
532111	Passenger car rental	18	D	D	D	g	D	D
5322	Consumer goods rental	106	105 744	21 590	5 416	1 077	8.0	4.9
53222	Formal wear and costume rental	19	D	D	D	e	D	D
532220	Formal wear and costume rental	19	D	D	D	e	D	D
53223	Video tape and disc rental	45	27 393	4 260	1 034	361	10.2	2.2
532230	Video tape and disc rental	45	27 393	4 260	1 034	361	10.2	2.2
53229	Other consumer goods rental	33	D	D	D	e	D	D
532292	Recreational goods rental	17	7 835	3 069	706	156	1.5	2.1
532299	All other consumer goods rental	14	D	D	D	c	D	D
5323	General rental centers	16	D	D	D	b	D	D
53231	General rental centers	16	D	D	D	b	D	D
532310	General rental centers	16	D	D	D	b	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	44	31 609	10 057	2 256	399	4.6	.9
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	14	D	D	D	b	D	D
532412	Construction, mining, and forestry machinery and equipment rental and leasing	11	5 999	2 011	330	44	13.7	—
5324121	Rental and leasing of heavy construction equipment without operators	11	5 999	2 011	330	44	13.7	—
53249	Other commercial and industrial machinery and equipment rental and leasing	28	D	D	D	e	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	28	D	D	D	e	D	D
5324902	Industrial equipment rental and leasing	15	10 322	4 118	980	107	6.0	2.6
533	Lessors of nonfinancial intangible assets (except copyrighted works)	3	D	D	D	a	D	D
KAHULUI-WAILUKU, HI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	261	350 258	52 746	13 537	1 903	14.9	5.1
531	Real estate	188	182 293	31 464	8 404	1 007	26.9	8.4
5311	Lessors of real estate	52	88 648	9 277	2 697	253	13.5	5.6
53111	Lessors of residential buildings and dwellings	28	9 937	2 702	588	114	25.0	36.2
531110	Lessors of residential buildings and dwellings	28	9 937	2 702	588	114	25.0	36.2
5311101	Lessors of apartment buildings	21	7 281	1 952	440	86	29.4	42.4
531112	Lessors of nonresidential buildings (except miniwarehouses)	19	73 675	6 157	2 011	122	12.9	1.9
531120	Lessors of nonresidential buildings (except miniwarehouses)	19	73 675	6 157	2 011	122	12.9	1.9
5312	Offices of real estate agents and brokers	81	54 340	8 156	1 845	217	39.7	9.4
53121	Offices of real estate agents and brokers	81	54 340	8 156	1 845	217	39.7	9.4
531210	Offices of real estate agents and brokers	81	54 340	8 156	1 845	217	39.7	9.4
5312101	Offices of residential real estate agents and brokers	71	40 417	6 335	1 358	165	50.4	11.5
5312109	Offices of nonresidential real estate agents and brokers	10	13 923	1 821	487	52	8.8	3.4
5313	Activities related to real estate	55	39 305	14 031	3 862	537	39.4	13.1
53131	Real estate property managers	35	27 751	10 918	2 977	474	36.6	8.1
531311	Residential property managers	26	22 366	8 210	2 297	360	41.8	9.9
53139	Other activities related to real estate	15	7 808	2 263	703	41	28.6	37.3
531390	Other activities related to real estate	15	7 808	2 263	703	41	28.6	37.3
532	Rental and leasing services	72	D	D	D	f	D	D
5321	Automotive equipment rental and leasing	24	D	D	D	f	D	D
53211	Passenger car rental and leasing	22	138 197	12 605	2 982	545	1.1	—
532111	Passenger car rental	21	D	D	D	f	D	D
5322	Consumer goods rental	35	20 797	6 425	1 600	280	5.4	5.7
53229	Other consumer goods rental	23	13 797	5 183	1 285	200	6.1	.7
532292	Recreational goods rental	17	10 642	4 035	1 020	169	7.9	—
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 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 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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini- strative records ¹	Estimated ²
KAPAA, HI MICROPOLITAN STATISTICAL AREA								
53	Real estate and rental and leasing	145	175 181	33 395	8 255	1 291	12.4	3.5
531	Real estate	113	103 413	25 411	6 470	931	20.4	5.2
5311	Lessors of real estate	33	19 546	3 704	795	172	19.7	14.7
53111	Lessors of residential buildings and dwellings	16	11 000	2 453	504	95	15.5	21.9
531110	Lessors of residential buildings and dwellings	16	11 000	2 453	504	95	15.5	21.9
5311101	Lessors of apartment buildings	11	9 071	1 684	309	75	18.3	20.2
53112	Lessors of nonresidential buildings (except miniwarehouses)	14	7 146	870	205	55	25.8	6.5
531120	Lessors of nonresidential buildings (except miniwarehouses)	14	7 146	870	205	55	25.8	6.5
5312	Offices of real estate agents and brokers	52	65 612	13 995	3 638	442	20.0	1.3
53121	Offices of real estate agents and brokers	52	65 612	13 995	3 638	442	20.0	1.3
531210	Offices of real estate agents and brokers	52	65 612	13 995	3 638	442	20.0	1.3
5312101	Offices of residential real estate agents and brokers ...	46	64 636	13 588	3 537	429	19.7	.7
5313	Activities related to real estate	28	18 255	7 712	2 037	317	22.5	8.7
53131	Real estate property managers	14	14 532	6 257	1 657	271	15.9	6.1
53139	Other activities related to real estate	10	2 918	1 279	322	40	40.5	17.4
531390	Other activities related to real estate	10	2 918	1 279	322	40	40.5	17.4
532	Rental and leasing services	32	71 768	7 984	1 785	360	.9	1.1
5321	Automotive equipment rental and leasing	10	61 100	5 857	1 348	258	.1	—
53211	Passenger car rental and leasing	10	61 100	5 857	1 348	258	.1	—
532111	Passenger car rental	10	61 100	5 857	1 348	258	.1	—
5322	Consumer goods rental	14	6 315	1 331	225	74	5.4	8.0

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

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

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

Table 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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini- strative records ¹	Estimated ²
HAWAII								
53	Real estate and rental and leasing	239	278 016	55 840	12 888	1 766	11.7	2.1
531	Real estate	184	185 252	44 299	10 148	1 220	16.5	2.4
5311	Lessors of real estate	61	39 217	5 041	1 160	186	28.7	.9
53111	Lessors of residential buildings and dwellings	25	15 631	2 152	482	82	19.6	.3
531110	Lessors of residential buildings and dwellings	25	15 631	2 152	482	82	19.6	.3
5311101	Lessors of apartment buildings	18	13 960	1 132	280	53	20.7	.4
53112	Lessors of nonresidential buildings (except miniwarehouses)	29	20 142	2 594	614	94	38.6	.7
531120	Lessors of nonresidential buildings (except miniwarehouses)	29	20 142	2 594	614	94	38.6	.7
5311201	Lessors of professional and other office buildings	16	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	76	115 042	24 920	5 900	633	9.7	2.7
53121	Offices of real estate agents and brokers	76	115 042	24 920	5 900	633	9.7	2.7
531210	Offices of real estate agents and brokers	76	115 042	24 920	5 900	633	9.7	2.7
5312101	Offices of residential real estate agents and brokers ...	65	107 129	23 540	5 467	609	8.2	2.7
5312109	Offices of nonresidential real estate agents and brokers	11	7 913	1 380	433	24	29.6	3.2
5313	Activities related to real estate	47	30 993	14 338	3 088	401	26.5	3.3
53131	Real estate property managers	24	21 846	10 452	2 026	324	13.8	4.7
531311	Residential property managers	21	16 904	8 934	1 607	252	15.3	6.1
53132	Offices of real estate appraisers	12	3 022	810	164	30	78.5	—
531320	Offices of real estate appraisers	12	3 022	810	164	30	78.5	—
53139	Other activities related to real estate	11	6 125	3 076	898	47	46.4	—
531390	Other activities related to real estate	11	6 125	3 076	898	47	46.4	—
532	Rental and leasing services	54	D	D	D	f	D	D
5321	Automotive equipment rental and leasing	15	D	D	D	e	D	D
53211	Passenger car rental and leasing	13	70 509	6 876	1 592	309	—	.3
532111	Passenger car rental	13	70 509	6 876	1 592	309	—	.3
5322	Consumer goods rental	30	16 100	3 702	889	197	10.9	7.3
53223	Video tape and disc rental	10	4 639	638	165	64	15.9	17.3
532230	Video tape and disc rental	10	4 639	638	165	64	15.9	17.3
53229	Other consumer goods rental	15	D	D	D	c	D	D
532292	Recreational goods rental	10	4 820	1 590	352	80	7.3	3.7
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D
HONOLULU								
53	Real estate and rental and leasing	1 238	1 568 811	297 501	68 197	9 798	12.7	6.7
531	Real estate	1 041	1 186 815	232 283	52 800	7 070	15.8	7.6
5311	Lessors of real estate	487	541 378	68 128	16 451	1 971	15.0	6.8
53111	Lessors of residential buildings and dwellings	258	110 276	15 418	3 762	772	27.4	20.1
531110	Lessors of residential buildings and dwellings	258	110 276	15 418	3 762	772	27.4	20.1
5311101	Lessors of apartment buildings	211	96 147	13 834	3 401	686	26.6	20.7
5311109	Lessors of dwellings other than apartment buildings	47	14 129	1 584	361	86	32.8	16.5
53112	Lessors of nonresidential buildings (except miniwarehouses)	186	308 364	39 012	8 360	862	15.5	4.0
531120	Lessors of nonresidential buildings (except miniwarehouses)	186	308 364	39 012	8 360	862	15.5	4.0
5311201	Lessors of professional and other office buildings	82	101 605	14 870	3 339	397	21.0	6.8
5311202	Lessors of manufacturing and industrial buildings	28	54 466	4 443	1 097	115	14.2	1.7
5311203	Lessors of shopping centers and retail stores	59	120 056	16 177	2 968	282	15.0	3.5
5311209	Lessors of other nonresidential buildings and facilities ..	17	32 237	3 522	956	68	2.6	1.1
53113	Lessors of miniwarehouses and self-storage units	23	18 886	2 925	691	166	11.0	11.5
531130	Lessors of miniwarehouses and self-storage units	23	18 886	2 925	691	166	11.0	11.5
53119	Lessors of other real estate property	20	103 852	10 773	3 638	171	.9	.3
531190	Lessors of other real estate property	20	103 852	10 773	3 638	171	.9	.3
5311909	Lessors of other real estate property	18	D	D	D	c	D	D
5312	Offices of real estate agents and brokers	239	320 131	58 106	13 739	2 217	12.4	8.4
53121	Offices of real estate agents and brokers	239	320 131	58 106	13 739	2 217	12.4	8.4
531210	Offices of real estate agents and brokers	239	320 131	58 106	13 739	2 217	12.4	8.4
5312101	Offices of residential real estate agents and brokers ...	200	291 338	48 149	11 449	2 001	13.0	8.4
5312109	Offices of nonresidential real estate agents and brokers	39	28 793	9 957	2 290	216	6.5	8.1
5313	Activities related to real estate	315	325 306	106 049	22 610	2 882	20.4	8.2
53131	Real estate property managers	196	263 885	78 425	16 975	2 273	19.7	6.4
531311	Residential property managers	129	84 076	37 829	8 184	1 218	26.5	11.3
531312	Nonresidential property managers	67	179 809	40 596	8 791	1 055	16.6	4.1
53132	Offices of real estate appraisers	45	17 002	8 481	1 596	174	41.4	10.0
531320	Offices of real estate appraisers	45	17 002	8 481	1 596	174	41.4	10.0
53139	Other activities related to real estate	74	44 419	19 143	4 039	435	16.5	17.8
531390	Other activities related to real estate	74	44 419	19 143	4 039	435	16.5	17.8

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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini- strative records ¹	Estimated ²
HONOLULU—Con.								
53	Real estate and rental and leasing—Con.							
532	Rental and leasing services	194	D	D	D	h	D	D
5321	Automotive equipment rental and leasing	28	227 579	30 682	7 071	1 164	.7	4.4
53211	Passenger car rental and leasing	19	208 435	28 271	6 524	1 089	.4	4.8
532111	Passenger car rental	18	D	D	D	g	D	D
5322	Consumer goods rental	106	105 744	21 590	5 416	1 077	8.0	4.9
53222	Formal wear and costume rental	19	D	D	D	e	D	D
532220	Formal wear and costume rental	19	D	D	D	e	D	D
53223	Video tape and disc rental	45	27 393	4 260	1 034	361	10.2	2.2
532230	Video tape and disc rental	45	27 393	4 260	1 034	361	10.2	2.2
53229	Other consumer goods rental	33	D	D	D	e	D	D
532292	Recreational goods rental	17	7 835	3 069	706	156	1.5	2.1
532299	All other consumer goods rental	14	D	D	D	c	D	D
5323	General rental centers	16	D	D	D	b	D	D
53231	General rental centers	16	D	D	D	b	D	D
532310	General rental centers	16	D	D	D	b	D	D
5324	Commercial and industrial machinery and equipment rental and leasing	44	31 609	10 057	2 256	399	4.6	.9
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	14	D	D	D	b	D	D
532412	Construction, mining, and forestry machinery and equipment rental and leasing	11	5 999	2 011	330	44	13.7	—
5324121	Rental and leasing of heavy construction equipment without operators	11	5 999	2 011	330	44	13.7	—
53249	Other commercial and industrial machinery and equipment rental and leasing	28	D	D	D	e	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	28	D	D	D	e	D	D
5324902	Industrial equipment rental and leasing	15	10 322	4 118	980	107	6.0	2.6
533	Lessors of nonfinancial intangible assets (except copyrighted works)	3	D	D	D	a	D	D
KAUAI								
53	Real estate and rental and leasing	145	175 181	33 395	8 255	1 291	12.4	3.5
531	Real estate	113	103 413	25 411	6 470	931	20.4	5.2
5311	Lessors of real estate	33	19 546	3 704	795	172	19.7	14.7
53111	Lessors of residential buildings and dwellings	16	11 000	2 453	504	95	15.5	21.9
531110	Lessors of residential buildings and dwellings	16	11 000	2 453	504	95	15.5	21.9
5311101	Lessors of apartment buildings	11	9 071	1 684	309	75	18.3	20.2
53112	Lessors of nonresidential buildings (except miniwarehouses)	14	7 146	870	205	55	25.8	6.5
531120	Lessors of nonresidential buildings (except miniwarehouses)	14	7 146	870	205	55	25.8	6.5
5312	Offices of real estate agents and brokers	52	65 612	13 995	3 638	442	20.0	1.3
53121	Offices of real estate agents and brokers	52	65 612	13 995	3 638	442	20.0	1.3
531210	Offices of real estate agents and brokers	52	65 612	13 995	3 638	442	20.0	1.3
5312101	Offices of residential real estate agents and brokers	46	64 636	13 588	3 537	429	19.7	.7
5313	Activities related to real estate	28	18 255	7 712	2 037	317	22.5	8.7
53131	Real estate property managers	14	14 532	6 257	1 657	271	15.9	6.1
53139	Other activities related to real estate	10	2 918	1 279	322	40	40.5	17.4
531390	Other activities related to real estate	10	2 918	1 279	322	40	40.5	17.4
532	Rental and leasing services	32	71 768	7 984	1 785	360	.9	1.1
5321	Automotive equipment rental and leasing	10	61 100	5 857	1 348	258	.1	—
53211	Passenger car rental and leasing	10	61 100	5 857	1 348	258	.1	—
532111	Passenger car rental	10	61 100	5 857	1 348	258	.1	—
5322	Consumer goods rental	14	6 315	1 331	225	74	5.4	8.0
MAUI								
53	Real estate and rental and leasing	261	350 258	52 746	13 537	1 903	14.9	5.1
531	Real estate	188	182 293	31 464	8 404	1 007	26.9	8.4
5311	Lessors of real estate	52	88 648	9 277	2 697	253	13.5	5.6
53111	Lessors of residential buildings and dwellings	28	9 937	2 702	588	114	25.0	36.2
531110	Lessors of residential buildings and dwellings	28	9 937	2 702	588	114	25.0	36.2
5311101	Lessors of apartment buildings	21	7 281	1 952	440	86	29.4	42.4
53112	Lessors of nonresidential buildings (except miniwarehouses)	19	73 675	6 157	2 011	122	12.9	1.9
531120	Lessors of nonresidential buildings (except miniwarehouses)	19	73 675	6 157	2 011	122	12.9	1.9
5312	Offices of real estate agents and brokers	81	54 340	8 156	1 845	217	39.7	9.4
53121	Offices of real estate agents and brokers	81	54 340	8 156	1 845	217	39.7	9.4
531210	Offices of real estate agents and brokers	81	54 340	8 156	1 845	217	39.7	9.4
5312101	Offices of residential real estate agents and brokers	71	40 417	6 335	1 358	165	50.4	11.5
5312109	Offices of nonresidential real estate agents and brokers	10	13 923	1 821	487	52	8.8	3.4

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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini-strative records ¹	Estimated ²
	MAUI—Con.							
53	Real estate and rental and leasing—Con.							
531	Real estate—Con.							
5313	Activities related to real estate	55	39 305	14 031	3 862	537	39.4	13.1
53131	Real estate property managers	35	27 751	10 918	2 977	474	36.6	8.1
531311	Residential property managers	26	22 366	8 210	2 297	360	41.8	9.9
53139	Other activities related to real estate	15	7 808	2 263	703	41	28.6	37.3
531390	Other activities related to real estate	15	7 808	2 263	703	41	28.6	37.3
532	Rental and leasing services	72	D	D	D	f	D	D
5321	Automotive equipment rental and leasing	24	D	D	D	f	D	D
53211	Passenger car rental and leasing	22	138 197	12 605	2 982	545	1.1	—
532111	Passenger car rental	21	D	D	D	f	D	D
5322	Consumer goods rental	35	20 797	6 425	1 600	280	5.4	5.7
53229	Other consumer goods rental	23	13 797	5 183	1 285	200	6.1	.7
532292	Recreational goods rental	17	10 642	4 035	1 020	169	7.9	—
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

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

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

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

Table 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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini-strative records ¹	Estimated ²
AHUIMANU CDP								
53	Real estate and rental and leasing	3	404	72	14	5	13.9	23.5
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
AIEA CDP								
53	Real estate and rental and leasing	10	4 517	733	135	44	39.7	50.2
531	Real estate	7	3 290	419	59	16	36.8	63.2
532	Rental and leasing services	3	1 227	314	76	28	47.5	15.6
EWA BEACH CDP								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
EWA GENTRY CDP								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
HAIKU-PAUWELA CDP								
53	Real estate and rental and leasing	4	1 321	265	56	20	38.8	27.1
531	Real estate	3	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
HALAWA CDP								
53	Real estate and rental and leasing	15	14 268	1 975	527	64	36.8	.2
531	Real estate	13	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
HANAMAULU CDP								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
HAUULA CDP								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
HAWAIIAN BEACHES CDP								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
HEEIA CDP								
53	Real estate and rental and leasing	4	97	20	5	5	40.2	8.2
531	Real estate	4	97	20	5	5	40.2	8.2
HILO CDP								
53	Real estate and rental and leasing	77	49 086	8 632	1 870	363	18.2	2.5
531	Real estate	61	27 498	5 170	1 094	204	31.5	2.2
5311	Lessors of real estate	26	11 214	1 844	391	73	32.7	1.7
53111	Lessors of residential buildings and dwellings	11	D	D	D	b	D	D
531110	Lessors of residential buildings and dwellings	11	D	D	D	b	D	D
5311101	Lessors of apartment buildings	10	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	14	5 910	556	123	27	34.2	2.4
531120	Lessors of nonresidential buildings (except miniwarehouses)	14	5 910	556	123	27	34.2	2.4
5312	Offices of real estate agents and brokers	22	10 553	2 120	428	74	34.1	3.8
53121	Offices of real estate agents and brokers	22	10 553	2 120	428	74	34.1	3.8
531210	Offices of real estate agents and brokers	22	10 553	2 120	428	74	34.1	3.8
5312101	Offices of residential real estate agents and brokers ..	18	D	D	D	b	D	D
5313	Activities related to real estate	13	5 731	1 206	275	57	24.3	—
532	Rental and leasing services	16	21 588	3 462	776	159	1.3	2.9
HOLUALOA CDP								
53	Real estate and rental and leasing	11	D	D	D	a	D	D
531	Real estate	9	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
533	Lessors of nonfinancial intangible assets (except copyrighted works)	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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
HONOLULU CDP								
53	Real estate and rental and leasing	970	1 338 679	253 521	56 270	8 253	12.1	6.4
531	Real estate	837	1 002 430	198 584	43 580	5 997	15.3	7.2
5311	Lessors of real estate	395	416 030	52 588	11 342	1 422	15.8	7.3
53111	Lessors of residential buildings and dwellings	213	86 630	11 879	2 812	529	27.8	20.8
531110	Lessors of residential buildings and dwellings	213	86 630	11 879	2 812	529	27.8	20.8
5311101	Lessors of apartment buildings	179	78 558	10 768	2 557	469	25.9	20.8
5311109	Lessors of dwellings other than apartment buildings	34	8 072	1 111	255	60	45.8	20.5
53112	Lessors of nonresidential buildings (except miniwarehouses)	155	271 132	35 114	7 282	729	14.5	4.2
531120	Lessors of nonresidential buildings (except miniwarehouses)	155	271 132	35 114	7 282	729	14.5	4.2
5311201	Lessors of professional and other office buildings	65	D	D	D	e	D	D
5311202	Lessors of manufacturing and industrial buildings	26	D	D	D	b	D	D
5311203	Lessors of shopping centers and retail stores	47	97 085	14 011	2 385	232	14.1	3.7
5311209	Lessors of other nonresidential buildings and facilities	17	32 237	3 522	956	68	2.6	1.1
53113	Lessors of miniwarehouses and self-storage units	12	D	D	D	c	D	D
531130	Lessors of miniwarehouses and self-storage units	12	D	D	D	c	D	D
53119	Lessors of other real estate property	15	D	D	D	b	D	D
531190	Lessors of other real estate property	15	D	D	D	b	D	D
5311909	Lessors of other real estate property	13	D	D	D	b	D	D
5312	Offices of real estate agents and brokers	182	290 028	52 950	12 607	2 092	9.6	6.6
53121	Offices of real estate agents and brokers	182	290 028	52 950	12 607	2 092	9.6	6.6
531210	Offices of real estate agents and brokers	182	290 028	52 950	12 607	2 092	9.6	6.6
5312101	Offices of residential real estate agents and brokers	150	263 191	43 254	10 372	1 883	9.9	6.5
5312109	Offices of nonresidential real estate agents and brokers	32	26 837	9 696	2 235	209	6.0	8.2
5313	Activities related to real estate	260	296 372	93 046	19 631	2 483	20.1	7.6
53131	Real estate property managers	159	240 768	67 596	14 555	1 918	19.6	6.6
531311	Residential property managers	102	74 020	33 634	7 272	1 043	24.9	11.8
531312	Nonresidential property managers	57	166 748	33 962	7 283	875	17.3	4.2
53132	Offices of real estate appraisers	39	16 677	8 380	1 557	168	40.3	10.2
531320	Offices of real estate appraisers	39	16 677	8 380	1 557	168	40.3	10.2
53139	Other activities related to real estate	62	38 927	17 070	3 519	397	14.3	13.1
531390	Other activities related to real estate	62	38 927	17 070	3 519	397	14.3	13.1
532	Rental and leasing services	130	D	D	D	g	D	D
5321	Automotive equipment rental and leasing	26	D	D	D	g	D	D
53211	Passenger car rental and leasing	19	208 435	28 271	6 524	1 089	.4	4.8
532111	Passenger car rental	18	D	D	D	g	D	D
5322	Consumer goods rental	68	73 492	14 554	3 456	703	9.6	5.1
53222	Formal wear and costume rental	15	41 640	6 924	1 721	276	4.5	1.3
532220	Formal wear and costume rental	15	41 640	6 924	1 721	276	4.5	1.3
53223	Video tape and disc rental	28	15 007	2 377	567	193	13.4	2.4
532230	Video tape and disc rental	28	15 007	2 377	567	193	13.4	2.4
53229	Other consumer goods rental	20	8 986	3 758	857	185	2.4	9.7
532292	Recreational goods rental	14	6 662	2 802	640	140	1.8	2.5
5324	Commercial and industrial machinery and equipment rental and leasing	27	22 368	7 846	1 749	331	3.2	1.2
53241	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	10	5 808	1 792	302	37	4.3	—
53249	Other commercial and industrial machinery and equipment rental and leasing	16	D	D	D	e	D	D
532490	Other commercial and industrial machinery and equipment rental and leasing	16	D	D	D	e	D	D
5324902	Industrial equipment rental and leasing	11	8 753	3 654	844	93	5.3	3.0
533	Lessors of nonfinancial intangible assets (except copyrighted works)	3	D	D	D	a	D	D
ISLAND OF LANAI								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
ISLAND OF MOLOKAI (BALANCE)								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
KAHALUU CDP								
53	Real estate and rental and leasing	3	1 318	559	147	31	28.3	—
531	Real estate	1	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	b	D	D
KAHULUI CDP								
53	Real estate and rental and leasing	36	155 841	18 010	4 799	615	1.9	2.0
531	Real estate	13	62 334	7 273	2 285	171	2.6	1.6
532	Rental and leasing services	23	93 507	10 737	2 514	444	1.4	2.2
5322	Consumer goods rental	10	8 057	2 258	501	93	—	9.9

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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
KAILUA CDP (HAWAII COUNTY)								
53	Real estate and rental and leasing	60	102 668	20 937	5 195	715	8.1	3.2
531	Real estate	42	38 855	14 697	3 670	426	20.7	8.0
5311	Lessors of real estate	10	5 013	1 205	290	38	68.6	1.0
5312	Offices of real estate agents and brokers	23	27 721	9 075	2 129	287	14.2	7.8
53121	Offices of real estate agents and brokers	23	27 721	9 075	2 129	287	14.2	7.8
531210	Offices of real estate agents and brokers	23	27 721	9 075	2 129	287	14.2	7.8
5312101	Offices of residential real estate agents and brokers ...	20	27 140	8 825	2 072	284	13.3	7.6
532	Rental and leasing services	18	63 813	6 240	1 525	289	.5	.2
KAILUA CDP (HONOLULU COUNTY)								
53	Real estate and rental and leasing	30	17 967	3 782	885	131	19.8	18.8
531	Real estate	24	12 145	2 230	531	58	29.3	26.6
5312	Offices of real estate agents and brokers	10	6 472	1 530	351	25	30.5	43.7
53121	Offices of real estate agents and brokers	10	6 472	1 530	351	25	30.5	43.7
531210	Offices of real estate agents and brokers	10	6 472	1 530	351	25	30.5	43.7
5312101	Offices of residential real estate agents and brokers ...	10	6 472	1 530	351	25	30.5	43.7
532	Rental and leasing services	6	5 822	1 552	354	73	—	2.6
KALAHEO CDP								
53	Real estate and rental and leasing	6	D	D	D	a	D	D
531	Real estate	5	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
KALAOA CDP								
53	Real estate and rental and leasing	6	2 769	149	22	5	9.7	.2
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
KANEOHE CDP								
53	Real estate and rental and leasing	19	7 487	1 063	276	58	23.5	20.5
531	Real estate	14	4 565	504	136	29	33.5	33.7
532	Rental and leasing services	5	2 922	559	140	29	7.8	—
KAPAA CDP								
53	Real estate and rental and leasing	17	9 636	1 648	351	54	25.7	17.0
531	Real estate	13	8 017	1 361	286	32	27.9	20.5
532	Rental and leasing services	4	1 619	287	65	22	15.0	—
KAUNAKAKAI CDP								
53	Real estate and rental and leasing	3	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
KEKAHA CDP								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
KIHEI CDP								
53	Real estate and rental and leasing	61	39 383	6 692	1 611	231	31.0	11.2
531	Real estate	47	31 848	4 952	1 208	163	36.1	13.3
5311	Lessors of real estate	10	4 583	1 668	379	59	14.5	7.7
5312	Offices of real estate agents and brokers	29	23 072	2 359	620	74	35.5	10.3
53121	Offices of real estate agents and brokers	29	23 072	2 359	620	74	35.5	10.3
531210	Offices of real estate agents and brokers	29	23 072	2 359	620	74	35.5	10.3
5312101	Offices of residential real estate agents and brokers ...	26	D	D	D	b	D	D
532	Rental and leasing services	14	7 535	1 740	403	68	9.5	2.2
LAHAINA CDP								
53	Real estate and rental and leasing	39	31 313	7 399	2 083	247	21.6	5.2
531	Real estate	28	24 154	4 666	1 307	121	28.0	6.7
5311	Lessors of real estate	10	14 180	1 988	474	61	25.6	5.2
5312	Offices of real estate agents and brokers	11	7 014	1 407	232	29	26.9	3.2
53121	Offices of real estate agents and brokers	11	7 014	1 407	232	29	26.9	3.2
531210	Offices of real estate agents and brokers	11	7 014	1 407	232	29	26.9	3.2
5312101	Offices of residential real estate agents and brokers ...	10	D	D	D	b	D	D
532	Rental and leasing services	11	7 159	2 733	776	126	—	—

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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini- strative records ¹	Estimated ²
LAIE CDP								
53	Real estate and rental and leasing	1	D	D	D	b	D	D
531	Real estate	1	D	D	D	b	D	D
LIHUE CDP								
53	Real estate and rental and leasing	34	74 433	8 875	2 209	365	6.0	.6
531	Real estate	22	10 197	2 204	663	78	43.2	4.5
532	Rental and leasing services	12	64 236	6 671	1 546	287	.1	—
MAKAHA CDP								
53	Real estate and rental and leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
MAKAKILO CITY CDP								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
MAKAWAO CDP								
53	Real estate and rental and leasing	11	4 807	991	134	23	40.2	25.0
531	Real estate	11	4 807	991	134	23	40.2	25.0
MAUNAWILI CDP								
53	Real estate and rental and leasing	2	D	D	D	b	D	D
531	Real estate	2	D	D	D	b	D	D
MILILANI TOWN CDP								
53	Real estate and rental and leasing	13	9 154	2 016	573	66	17.9	31.9
531	Real estate	11	D	D	D	b	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
NANAKULI CDP								
53	Real estate and rental and leasing	3	D	D	D	b	D	D
531	Real estate	2	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
NAPILI-HONOKOWAI CDP								
53	Real estate and rental and leasing	16	D	D	D	b	D	D
531	Real estate	15	D	D	D	b	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
PEARL CITY CDP								
53	Real estate and rental and leasing	10	6 211	1 076	493	28	9.7	3.6
531	Real estate	5	675	147	46	7	66.7	33.3
532	Rental and leasing services	5	5 536	929	447	21	2.7	—
PUKALANI CDP								
53	Real estate and rental and leasing	5	1 289	132	35	11	5.4	23.9
531	Real estate	4	D	D	D	a	D	D
532	Rental and leasing services	1	D	D	D	a	D	D
PUPUKEA CDP								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
VILLAGE PARK CDP								
53	Real estate and rental and leasing	2	D	D	D	b	D	D
531	Real estate	2	D	D	D	b	D	D
WAHIAWA CDP								
53	Real estate and rental and leasing	16	5 017	1 023	221	75	40.1	11.8
531	Real estate	11	2 601	458	91	21	77.3	22.7
532	Rental and leasing services	5	2 416	565	130	54	—	—
WAIALUA CDP								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
WAIANAE CDP								
53	Real estate and rental and leasing	11	5 563	830	195	35	27.1	17.2
531	Real estate	7	1 919	252	52	11	50.2	49.8
532	Rental and leasing services	4	3 644	578	143	24	14.9	—

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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini-strative records ¹	Estimated ²
WAIKOLOA VILLAGE CDP								
53	Real estate and rental and leasing	8	6 941	403	100	24	13.1	1.7
531	Real estate	6	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
WAILEA-MAKENA CDP								
53	Real estate and rental and leasing	12	D	D	D	b	D	D
531	Real estate	11	8 749	1 199	523	95	86.3	11.4
532	Rental and leasing services	1	D	D	D	a	D	D
WAILUA HOMESTEADS CDP								
53	Real estate and rental and leasing	8	1 407	342	34	5	38.2	22.2
531	Real estate	6	D	D	D	a	D	D
532	Rental and leasing services	2	D	D	D	a	D	D
WAILUKU CDP								
53	Real estate and rental and leasing	36	17 343	3 842	837	122	73.5	2.7
531	Real estate	30	15 768	3 494	750	112	76.6	2.9
5312	Offices of real estate agents and brokers	10	4 109	827	201	33	44.4	—
53121	Offices of real estate agents and brokers	10	4 109	827	201	33	44.4	—
531210	Offices of real estate agents and brokers	10	4 109	827	201	33	44.4	—
5313	Activities related to real estate	14	6 943	2 491	506	68	86.4	—
532	Rental and leasing services	6	1 575	348	87	10	42.6	—
WAIMALU CDP								
53	Real estate and rental and leasing	39	30 081	8 157	1 800	275	17.0	7.8
531	Real estate	34	22 279	6 422	1 395	221	22.9	10.5
5311	Lessors of real estate	10	5 236	755	171	39	11.9	24.8
5312	Offices of real estate agents and brokers	13	10 684	1 763	383	45	23.6	5.2
53121	Offices of real estate agents and brokers	13	10 684	1 763	383	45	23.6	5.2
531210	Offices of real estate agents and brokers	13	10 684	1 763	383	45	23.6	5.2
5312101	Offices of residential real estate agents and brokers ..	12	D	D	D	b	D	D
5313	Activities related to real estate	11	6 359	3 904	841	137	30.8	7.7
532	Rental and leasing services	5	7 802	1 735	405	54	—	—
WAIMANALO CDP								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
WAIMANALO BEACH CDP								
53	Real estate and rental and leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
WAIMEA CDP								
53	Real estate and rental and leasing	13	6 351	991	412	33	40.2	7.1
531	Real estate	9	4 714	684	335	19	54.1	3.1
532	Rental and leasing services	4	1 637	307	77	14	—	18.4
WAIPAHO CDP								
53	Real estate and rental and leasing	24	13 771	2 290	556	108	51.4	14.7
531	Real estate	17	9 106	1 076	243	51	77.7	22.3
5311	Lessors of real estate	11	6 670	519	115	33	72.5	27.5
532	Rental and leasing services	7	4 665	1 214	313	57	—	—
WAIPIO CDP								
53	Real estate and rental and leasing	8	3 224	638	155	47	1.6	1.6
531	Real estate	7	D	D	D	b	D	D
532	Rental and leasing services	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)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
BALANCE OF HAWAII COUNTY								
53	Real estate and rental and leasing	63	107 732	24 331	5 207	607	9.0	.8
531	Real estate	53	102 983	22 970	4 890	537	8.5	.5
5311	Lessors of real estate	17	14 230	1 583	377	52	24.1	—
5312	Offices of real estate agents and brokers	22	72 998	13 155	3 051	259	3.3	.6
53121	Offices of real estate agents and brokers	22	72 998	13 155	3 051	259	3.3	.6
531210	Offices of real estate agents and brokers	22	72 998	13 155	3 051	259	3.3	.6
5312101	Offices of residential real estate agents and brokers ...	20	D	D	D	e	D	D
5313	Activities related to real estate	14	15 755	8 232	1 462	226	18.1	.4
532	Rental and leasing services	10	4 749	1 361	317	70	21.0	6.9
BALANCE OF HONOLULU COUNTY								
53	Real estate and rental and leasing	44	95 453	12 889	4 388	361	4.6	3.2
531	Real estate	32	91 358	11 872	4 136	305	4.4	2.3
5311	Lessors of real estate	17	86 741	10 607	3 863	263	1.6	1.0
532	Rental and leasing services	12	4 095	1 017	252	56	11.1	23.1
BALANCE OF KAUAI COUNTY								
53	Real estate and rental and leasing	78	88 095	22 054	5 562	845	15.3	3.8
531	Real estate	65	82 781	21 113	5 411	800	15.9	3.4
5311	Lessors of real estate	12	9 855	1 877	355	99	21.8	11.8
5312	Offices of real estate agents and brokers	34	57 282	12 378	3 241	407	15.7	1.0
53121	Offices of real estate agents and brokers	34	57 282	12 378	3 241	407	15.7	1.0
531210	Offices of real estate agents and brokers	34	57 282	12 378	3 241	407	15.7	1.0
5312101	Offices of residential real estate agents and brokers ...	30	D	D	D	e	D	D
5313	Activities related to real estate	19	15 644	6 858	1 815	294	12.6	7.1
53131	Real estate property managers	11	D	D	D	e	D	D
532	Rental and leasing services	13	5 314	941	151	45	6.3	9.5
BALANCE OF MAUI COUNTY								
53	Real estate and rental and leasing	35	77 584	12 059	2 919	453	5.3	4.1
531	Real estate	23	D	D	D	c	D	D
5312	Offices of real estate agents and brokers	12	10 247	1 631	317	23	27.8	15.0
53121	Offices of real estate agents and brokers	12	10 247	1 631	317	23	27.8	15.0
531210	Offices of real estate agents and brokers	12	10 247	1 631	317	23	27.8	15.0
5312101	Offices of residential real estate agents and brokers ...	12	10 247	1 631	317	23	27.8	15.0
532	Rental and leasing services	11	56 426	5 362	1 258	216	.3	—
533	Lessors of nonfinancial intangible assets (except copyrighted works)	1	D	D	D	a	D	D

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

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

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

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). Excluded are commissions paid to independent (nonemployee) agents, such as real estate agents. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on Form 941.

ESTABLISHMENTS

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

When two or more activities 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.

Data for individual properties leased or managed by property lessors or property managers are not normally considered separate establishments, but rather the permanent offices from which the properties are leased or managed are considered establishments. Data for separate automotive rental offices or concessions (e.g., airport locations) in the same metropolitan area, for which a common fleet of cars is maintained, are merged together and not considered as separate establishments.

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- 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; independent (nonemployee) agents; 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.

REVENUE

Includes revenue from all business activities whether or not payment was received in the census year, including commissions and fees from all sources, rents, net investment income, interest, dividends, and royalties. Revenue from leasing property marketed under operating leases is included. Revenue also includes the total value of service contracts, amounts received for work subcontracted to others, and rents from real property sublet to others.

Revenue does not include sales and other taxes (including Hawaii's General Excise Tax) collected from customers and paid directly by the firm to a local, state, or federal tax agency.

Appendix B.

NAICS Codes, Titles, and Descriptions

53 REAL ESTATE AND RENTAL AND LEASING

The Real Estate and Rental and Leasing sector comprises establishments primarily engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services. The major portion of this sector comprises establishments that rent, lease, or otherwise allow the use of their own assets by others. The assets may be tangible, as is the case of real estate and equipment, or intangible, as is the case with patents and trademarks.

This sector also includes establishments primarily engaged in managing real estate for others, selling, renting and/or buying real estate for others, and appraising real estate. These activities are closely related to this sector's main activity, and it was felt that from a production basis they would best be included here. In addition, a substantial proportion of property management is self-performed by lessors.

The main components of this sector are the real estate lessors industries; equipment lessors industries (including motor vehicles, computers, and consumer goods); and lessors of nonfinancial intangible assets (except copyrighted works).

Excluded from this sector are real estate investment trusts (REITS) and establishments primarily engaged in renting or leasing equipment with operators. REITS are classified in Subsector 525, Funds, Trusts, and Other Financial Vehicles, because they are considered investment vehicles. Establishments renting or leasing equipment with operators are classified in various subsectors of NAICS depending on the nature of the services provided (e.g., transportation, construction, agriculture). These activities are excluded from this sector because the client is paying for the expertise and knowledge of the equipment operator, in addition to the rental of the equipment. In many cases, such as the rental of heavy construction equipment, the operator is essential to operate the equipment.

531 REAL ESTATE

Industries in the Real Estate subsector group include establishments that are primarily engaged in renting or leasing real estate to others; managing real estate for others; selling, buying, or renting real estate for others; and providing other real estate related services, such as appraisal services.

Establishments primarily engaged in subdividing and developing unimproved real estate and constructing buildings for sale are classified in Subsector 236, Construction of Buildings. Establishments primarily engaged in subdividing and improving raw land for subsequent sale to builders are classified in Subsector 237, Heavy and Civil Engineering Construction.

Real Estate Investment Trusts (REITS) are classified in Subsector 525, Funds, Trusts, and Other Financial Vehicles, because they are considered investment vehicles.

5311 LESSORS OF REAL ESTATE

This industry group includes establishments classified in the following NAICS industries: 53111, Lessors of Residential Buildings and Dwellings; 53112, Lessors of Nonresidential Buildings (except Miniwarehouses); 53113, Lessors of Miniwarehouses and Self-Storage Units; and 53119, Lessors of Other Real Estate Property.

53111 LESSORS OF RESIDENTIAL BUILDINGS AND DWELLINGS

This industry comprises establishments primarily engaged in acting as lessors of buildings used as residences or dwellings, such as single-family homes, apartment buildings, and town homes.

Included in this industry are owner-lessors and establishments renting real estate and then acting as lessors in subleasing it to others. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

531110 LESSORS OF RESIDENTIAL BUILDINGS AND DWELLINGS

This industry comprises establishments primarily engaged in acting as lessors of buildings used as residences or dwellings, such as single-family homes, apartment buildings, and town homes. Included in this industry are owner-lessors and establishments renting real estate and then acting as lessors in subleasing it to others. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

5311101 LESSORS OF APARTMENT BUILDINGS

This industry comprises establishments primarily engaged in leasing (renting) apartment buildings (with 5 or more housing units per building) that are used as residences. Included are establishments that may lease (rent) apartments and then act as lessors in subleasing to others.

5311109 LESSORS OF DWELLINGS OTHER THAN APARTMENT BUILDINGS

This industry comprises establishments primarily engaged in leasing (renting) residential buildings and dwellings (with less than 5 housing units per building) other than apartment buildings. Included are establishments that may lease (rent) residential space and then act as lessors in subleasing to others.

53112 LESSORS OF NONRESIDENTIAL BUILDINGS (EXCEPT MINIWAREHOUSES)

This industry comprises establishments primarily engaged in acting as lessors of buildings (except miniwarehouses and self-storage units) that are not used as residences or dwellings. Included in this industry are: (1) owner-lessors of nonresidential buildings; (2) establishments renting real estate and then acting as lessors in subleasing it to others; and (3) establishments providing full service office space, whether on a lease or service contract basis. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

531120 LESSORS OF NONRESIDENTIAL BUILDINGS (EXCEPT MINIWAREHOUSES)

This industry comprises establishments primarily engaged in acting as lessors of buildings (except miniwarehouses and self-storage units) that are not used as residences or dwellings. Included in this industry are: (1) owner-lessors of nonresidential buildings; (2) establishments renting real estate and then acting as lessors in subleasing it to others; and (3) establishments providing full service office space, whether on a lease or service contract basis. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

5311201 LESSORS OF PROFESSIONAL AND OTHER OFFICE BUILDINGS

This industry comprises establishments primarily engaged in leasing (renting) professional and other office buildings or office space in such buildings. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

5311202 LESSORS OF MANUFACTURING AND INDUSTRIAL BUILDINGS

This industry comprises establishments primarily engaged in leasing (renting) manufacturing and other industrial buildings. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

5311203 LESSORS OF SHOPPING CENTERS AND RETAIL STORES

This industry comprises establishments primarily engaged in leasing (renting) retail stores or shopping center properties. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

5311209 LESSORS OF OTHER NONRESIDENTIAL BUILDINGS AND FACILITIES

This industry comprises establishments primarily engaged in leasing (renting) nonresidential buildings, not elsewhere classified. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

531113 LESSORS OF MINIWAREHOUSES AND SELF-STORAGE UNITS

This industry comprises establishments primarily engaged in renting or leasing space for self-storage. These establishments provide secure space (i.e., rooms, compartments, lockers, containers, or outdoor space) where clients can store and retrieve their goods.

531130 LESSORS OF MINIWAREHOUSES AND SELF-STORAGE UNITS

This industry comprises establishments primarily engaged in renting or leasing space for self-storage. These establishments provide secure space (i.e., rooms, compartments, lockers, containers, or outdoor space) where clients can store and retrieve their goods.

531119 LESSORS OF OTHER REAL ESTATE PROPERTY

This industry comprises establishments primarily engaged in acting as lessors of real estate (except buildings), such as manufactured home (i.e., mobile home) sites, vacant lots, and grazing land.

531190 LESSORS OF OTHER REAL ESTATE PROPERTY

This industry comprises establishments primarily engaged in acting as lessors of real estate (except buildings), such as manufactured home (i.e., mobile home) sites, vacant lots, and grazing land.

5311901 LESSORS OF MANUFACTURED (MOBILE) HOME SITES

This industry comprises establishments primarily engaged in leasing (renting) manufactured (i.e., mobile) home sites for residential use. The establishments may also lease (rent) manufactured (mobile) homes on these sites. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

5311902 LESSORS OF RAILROAD PROPERTY

This industry comprises establishments primarily engaged in leasing (renting) real property owned by railroads, with or without improvements, including track rights of way. Included are establishments that may lease (rent) real property space and then act as lessors in subleasing to others.

5311909 LESSORS OF OTHER REAL PROPERTY

This industry comprises establishments primarily engaged in leasing (renting) other real property, not elsewhere classified. This is primarily leasing (renting) of land. Some incidental buildings may be on the property. The establishments in this industry may lease (rent) space and then act as lessors in subleasing to others.

5312 OFFICES OF REAL ESTATE AGENTS AND BROKERS

This industry group includes establishments classified in the following NAICS industry: 53121, Offices of Real Estate Agents and Brokers.

53121 OFFICES OF REAL ESTATE AGENTS AND BROKERS

This industry comprises establishments primarily engaged in acting as agents and/or brokers in one or more of the following: (1) selling real estate for others; (2) buying real estate for others; and (3) renting real estate for others.

531210 OFFICES OF REAL ESTATE AGENTS AND BROKERS

This industry comprises establishments primarily engaged in acting as agents and/or brokers in one or more of the following: (1) selling real estate for others; (2) buying real estate for others; and (3) renting real estate for others.

5312101 OFFICES OF RESIDENTIAL REAL ESTATE AGENTS AND BROKERS

This industry comprises establishments primarily engaged in renting, buying, and selling residential real estate for others, on a fee or contract basis.

5312109 OFFICES OF NONRESIDENTIAL REAL ESTATE AGENTS AND BROKERS

This industry comprises establishments primarily engaged in renting, buying, and selling nonresidential real estate for others, on a fee or contract basis.

5313 ACTIVITIES RELATED TO REAL ESTATE

This industry group comprises establishments primarily engaged in providing real estate services (except lessors of real estate and offices of real estate agents and brokers). Included in this industry group are establishments primarily engaged in activities, such as managing real estate for others and appraising real estate.

53131 REAL ESTATE PROPERTY MANAGERS

This industry comprises establishments primarily engaged in managing real property for others. Management includes ensuring that various activities associated with the overall operation of the property are performed, such as collecting rents, and overseeing other services (e.g., maintenance, security, trash removal).

531311 RESIDENTIAL PROPERTY MANAGERS

This industry comprises establishments primarily engaged in managing residential real estate for others.

531312 NONRESIDENTIAL PROPERTY MANAGERS

This industry comprises establishments primarily engaged in managing nonresidential real estate for others.

53132 OFFICES OF REAL ESTATE APPRAISERS

This industry comprises establishments primarily engaged in estimating the fair market value of real estate.

531320 OFFICES OF REAL ESTATE APPRAISERS

This industry comprises establishments primarily engaged in estimating the fair market value of real estate.

53139 OTHER ACTIVITIES RELATED TO REAL ESTATE

This industry comprises establishments primarily engaged in performing real estate related services (except lessors of real estate, offices of real estate agents and brokers, real estate property managers, and offices of real estate appraisers).

531390 OTHER ACTIVITIES RELATED TO REAL ESTATE

This industry comprises establishments primarily engaged in performing real estate related services (except lessors of real estate, offices of real estate agents and brokers, real estate property managers, and offices of real estate appraisers).

532 RENTAL AND LEASING SERVICES

Industries in the Rental and Leasing Services subsector include establishments that provide a wide array of tangible goods, such as automobiles, computers, consumer goods, and industrial machinery and equipment, to customers in return for a periodic rental or lease payment.

The subsector includes two main types of establishments: (1) those that are engaged in renting consumer goods and equipment, and (2) those that are engaged in leasing machinery and equipment often used for business operations. The first type typically operates from a retail-like or store-front facility and maintains inventories of goods that are rented for short periods of time. The latter type typically does not operate from retail-like locations or maintain inventories, and offers longer term leases. These establishments work directly with clients to enable them to acquire the use of equipment on a lease basis, or they work with equipment vendors or dealers to support the marketing of equipment to their customers under lease arrangements. Equipment lessors generally structure lease contracts to meet the specialized needs of their clients and use their remarketing expertise to find other users for previously leased equipment. Establishments that provide operating and capital (i.e., finance) leases are included in this subsector.

Establishments primarily engaged in leasing in combination with providing loans are classified in Sector 52, Finance and Insurance. Establishments primarily engaged in leasing real property are classified in Subsector 531, Real Estate. Those establishments primarily engaged in renting or leasing equipment with operators are classified in various subsectors of NAICS depending on the nature of the services provided (e.g., Transportation, Construction, Agriculture). These activities are excluded from this subsector since the client is paying for the expertise and knowledge of the equipment operator, in addition to the rental of the equipment. In many cases, such as the rental of heavy construction equipment, the operator is essential to operate the equipment. Likewise, since the provision of crop harvesting services includes both the equipment and operator, it is included in the agriculture subsector. The rental or leasing of copyrighted works is classified in Sector 51, Information, and the rental or leasing of assets, such as patents, trademarks, and/or licensing agreements, is classified in Subsector 533, Lessors of Nonfinancial Intangible Assets (except Copyrighted Works).

5321 AUTOMOTIVE EQUIPMENT RENTAL AND LEASING

This industry group comprises establishments primarily engaged in renting or leasing the following types of vehicles: passenger cars and trucks without drivers, and utility trailers. These establishments generally operate from a retail-like facility. Some establishments offer only short-term rental, others only longer-term leases, and some provide both types of services.

53211 PASSENGER CAR RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing passenger cars without drivers.

532111 PASSENGER CAR RENTAL

This industry comprises establishments primarily engaged in renting passenger cars without drivers, generally for short periods of time.

532112 PASSENGER CAR LEASING

This industry comprises establishments primarily engaged in leasing passenger cars without drivers, generally for long periods of time.

53212 TRUCK, UTILITY TRAILER, AND RV (RECREATIONAL VEHICLE) RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing, without drivers, one or more of the following: trucks; truck tractors or buses; semitrailers; utility trailers; or RVs (recreational vehicles).

532120 TRUCK, UTILITY TRAILER, AND RV (RECREATIONAL VEHICLE) RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing, without drivers, one or more of the following: trucks; truck tractors or buses; semitrailers; utility trailers; or RVs (recreational vehicles).

5321201 TRUCK RENTAL, WITHOUT DRIVERS

This industry comprises establishments primarily engaged in renting (without drivers) one or more of the following: trucks, truck tractors, buses, or semitrailers.

5321202 TRUCK LEASING

This industry comprises establishments primarily engaged in leasing (without drivers) one or more of the following: trucks, truck tractors, or buses. Service or maintenance may be provided.

5321209 UTILITY TRAILER AND RECREATIONAL VEHICLE RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing utility trailers and recreational vehicles.

5322 CONSUMER GOODS RENTAL

This industry group comprises establishments primarily engaged in renting personal and household-type goods. Establishments classified in this industry group generally provide short-term rental, although in some instances, the goods may be leased for longer periods of time. These establishments often operate from a retail-like or store-front facility.

53221 CONSUMER ELECTRONICS AND APPLIANCES RENTAL

This industry comprises establishments primarily engaged in renting consumer electronics equipment and appliances, such as televisions, stereos, and refrigerators. Included in this industry are appliance rental centers.

532210 CONSUMER ELECTRONICS AND APPLIANCES RENTAL

This industry comprises establishments primarily engaged in renting consumer electronics equipment and appliances, such as televisions, stereos, and refrigerators. Included in this industry are appliance rental centers.

53222 FORMAL WEAR AND COSTUME RENTAL

This industry comprises establishments primarily engaged in renting clothing, such as formal wear, costumes (e.g., theatrical), or other clothing (except laundered uniforms and work apparel).

532220 FORMAL WEAR AND COSTUME RENTAL

This industry comprises establishments primarily engaged in renting clothing, such as formal wear, costumes (e.g., theatrical), or other clothing (except laundered uniforms and work apparel).

53223 VIDEO TAPE AND DISC RENTAL

This industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment.

532230 VIDEO TAPE AND DISC RENTAL

This industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment.

53229 OTHER CONSUMER GOODS RENTAL

This industry comprises establishments primarily engaged in renting consumer goods (except consumer electronics and appliances, formal wear and costumes, and prerecorded video tapes).

532291 HOME HEALTH EQUIPMENT RENTAL

This industry comprises establishments primarily engaged in renting home-type health and invalid equipment, such as wheel chairs, hospital beds, oxygen tanks, walkers, and crutches.

532292 RECREATIONAL GOODS RENTAL

This industry comprises establishments primarily engaged in renting recreational goods, such as bicycles, canoes, motorcycles, skis, sailboats, beach chairs, and beach umbrellas.

532299 ALL OTHER CONSUMER GOODS RENTAL

This industry comprises establishments primarily engaged in renting consumer goods and products (except consumer electronics and appliances; formal wear and costumes; prerecorded video tapes and discs for home electronic equipment; home health furniture and equipment; and recreational goods). Included in this industry are furniture rental centers and party rental supply centers.

5323 GENERAL RENTAL CENTERS

This industry group includes establishments classified in the following NAICS industry: 53231, General Rental Centers.

53231 GENERAL RENTAL CENTERS

This industry comprises establishments primarily engaged in renting a range of consumer, commercial, and industrial equipment. Establishments in this industry typically operate from conveniently located facilities where they maintain inventories of goods and equipment that they rent for short periods of time. The type of equipment that establishments in this industry provide often includes, but is not limited to: audiovisual equipment, contractors' and builders' tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies.

532310 GENERAL RENTAL CENTERS

This industry comprises establishments primarily engaged in renting a range of consumer, commercial, and industrial equipment. Establishments in this industry typically operate from conveniently located facilities where they maintain inventories of goods and equipment that they rent for short periods of time. The type of equipment that establishments in this industry provide often includes, but is not limited to: audiovisual equipment, contractors' and builders' tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies.

5324 COMMERCIAL AND INDUSTRIAL MACHINERY AND EQUIPMENT RENTAL AND LEASING

This industry group comprises establishments primarily engaged in renting or leasing commercial-type and industrial-type machinery and equipment. The types of establishments included in this industry group are generally involved in providing capital or investment-type equipment that clients use in their business operations. These establishments typically cater to a business clientele and do not generally operate a retail-like or store-front facility.

53241 CONSTRUCTION, TRANSPORTATION, MINING, AND FORESTRY MACHINERY AND EQUIPMENT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing one or more of the following without operators: heavy construction, off-highway transportation, mining, and forestry machinery and equipment. Establishments in this industry may rent or lease products, such as aircraft, railroad cars, steamships, tugboats, bulldozers, earthmoving equipment, well-drilling machinery and equipment, or cranes.

532411 COMMERCIAL AIR, RAIL, AND WATER TRANSPORTATION EQUIPMENT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing off-highway transportation equipment without operators, such as aircraft, railroad cars, steamships, or tugboats.

5324111 COMMERCIAL VESSEL RENTAL AND LEASING WITHOUT CREW

This industry comprises establishments primarily engaged in renting or leasing commercial vessels or barges (without crew).

5324112 RAILROAD CAR RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing railroad cars.

5324119 AIRCRAFT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing air transportation equipment (without operators).

532412 CONSTRUCTION, MINING, AND FORESTRY MACHINERY AND EQUIPMENT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing heavy equipment without operators that may be used for construction, mining, or forestry, such as bulldozers, earthmoving equipment, well-drilling machinery and equipment, or cranes.

5324121 RENTAL AND LEASING OF HEAVY CONSTRUCTION EQUIPMENT WITHOUT OPERATORS

This industry comprises establishments primarily engaged in renting or leasing heavy construction and earthmoving machinery and equipment (without operators), such as cranes, bulldozers, scrapers, clamshells, and bucket loaders.

5324129 OILFIELD AND WELL DRILLING EQUIPMENT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing oil field and well-drilling equipment.

53242 OFFICE MACHINERY AND EQUIPMENT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing office machinery and equipment, such as computers, office furniture, duplicating machines (i.e., copiers), or facsimile machines.

532420 OFFICE MACHINERY AND EQUIPMENT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing office machinery and equipment, such as computers, office furniture, duplicating machines (i.e., copiers), or facsimile machines.

5324201 OFFICE MACHINE RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing office machinery and equipment.

5324209 COMPUTER RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing computers and computer peripheral equipment.

53249 OTHER COMMERCIAL AND INDUSTRIAL MACHINERY AND EQUIPMENT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing nonconsumer-type machinery and equipment (except heavy construction, transportation, mining, and forestry machinery and equipment without operators; and office machinery and equipment). Establishments in this industry rent or lease products, such as manufacturing equipment; metalworking, telecommunications, motion picture, or theatrical machinery and equipment; institutional (i.e., public building) furniture, such as furniture for schools, theaters, or buildings; or agricultural equipment without operators.

532490 OTHER COMMERCIAL AND INDUSTRIAL MACHINERY AND EQUIPMENT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing nonconsumer-type machinery and equipment (except heavy construction, transportation, mining, and forestry machinery and equipment without operators; and office machinery and equipment). Establishments in this industry rent or lease products, such as manufacturing equipment; metalworking, telecommunications, motion picture, or theatrical machinery and equipment; institutional (i.e., public building) furniture, such as furniture for schools, theaters, or buildings; or agricultural equipment without operators.

5324901 MEDICAL EQUIPMENT RENTAL AND LEASING (EXCEPT HOME HEALTH EQUIPMENT)

This industry comprises establishments primarily engaged in renting or leasing medical equipment (except invalid supplies or home health equipment).

5324902 INDUSTRIAL EQUIPMENT RENTAL AND LEASING

This industry comprises establishments primarily engaged in renting or leasing industrial machinery and equipment.

5324903 MOTION PICTURE EQUIPMENT RENTAL

This industry comprises establishments primarily engaged in renting or leasing motion picture equipment. Included in this industry are establishments that rent studio property for motion picture production, TV, or theatrical productions.

5324909 THEATRICAL EQUIPMENT RENTAL

This industry comprises establishments primarily engaged in renting or leasing theatrical equipment, such as lighting, theatrical audio equipment, and sets.

533 LESSORS OF NONFINANCIAL INTANGIBLE ASSETS (EXCEPT COPYRIGHTED WORKS)

Industries in the lessors of nonfinancial intangible assets (except copyrighted works) subsector include establishments that are primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements for which a royalty payment or licensing fee is paid to the asset holder. Establishments in this subsector own the patents, trademarks, and/or franchise agreements that they allow others to use or reproduce for a fee and may or may not have created those assets.

Establishments that allow franchisees the use of the franchise name, contingent on the franchisee buying products or services from the franchiser, are classified elsewhere.

Excluded from this subsector are establishments primarily engaged in leasing real property and establishments primarily engaged in leasing tangible assets, such as automobiles, computers, consumer goods, and industrial machinery and equipment. These establishments are classified in Subsector 531, Real Estate, and Subsector 532, Rental and Leasing Services, respectively.

5331 LESSORS OF NONFINANCIAL INTANGIBLE ASSETS (EXCEPT COPYRIGHTED WORKS)

This industry group includes establishments classified in the following NAICS industry: 53311, Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works).

53311 LESSORS OF NONFINANCIAL INTANGIBLE ASSETS (EXCEPT COPYRIGHTED WORKS)

This industry comprises establishments primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements for which a royalty payment or licensing fee is paid to the asset holder.

533110 LESSORS OF NONFINANCIAL INTANGIBLE ASSETS (EXCEPT COPYRIGHTED WORKS)

This industry comprises establishments primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements for which a royalty payment or licensing fee is paid to the asset holder.

5331101 OIL ROYALTY TRADING COMPANIES

This industry comprises establishments primarily engaged in leasing the rights to a whole or partial interest in the proceeds from the sale of oil or gas, produced from a specific tract for investors.

5331109 PATENT OWNERS AND LESSORS

This industry comprises establishments primarily engaged in collecting royalties or licensing fees from patents, trademarks, and/or franchise agreements.

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, revenue, payroll, number of employees, and legal form of organization.

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

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

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

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

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments are based on the *North American Industry Classification System, United States, 2002* manual. There were no changes between the 2002 edition and the 1997 edition affecting this sector. Tables at www.census.gov/epcd/naics02/ identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

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

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

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 revenue 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 revenue from administrative records." This includes revenue information obtained from administrative records of other federal agencies. The "Percent of revenue estimated" includes revenue information that was imputed based on historic company ratios or administrative records, or on industry averages.

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

TREATMENT OF NONRESPONSE

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

Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for industry-specific inquiries were expanded in direct relationship to total revenue of all establishments included in the category. In a few cases, expansion on the basis of the revenue item 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 revenue of establishments responding to the industry-specific inquiry as a percent of total revenue for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

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

