

# Home Furnishings Stores: 2002

Issued August 2004

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## 2002 Economic Census

*Retail Trade*

Industry Series



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-- Not applicable for this report.

# Introduction to the Economic Census

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## **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).

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## **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](http://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

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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](http://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](http://www.census.gov/econ/www/history.html).



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# Retail Trade

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## SCOPE

The Retail Trade sector (sector 44-45) comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are classified in this sector.

Nonstore retailers, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this subsector reach customers and market merchandise with methods such as the broadcasting of “infomercials,” the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines. Establishments engaged in the direct sale (nonstore) of products, such as home heating oil dealers and home delivery newspaper routes, are classified in this sector.

**Exclusions.** Excluded from this sector are governmental organizations classified in the covered industries except for liquor stores operated by state and local governments. Data for direct sellers with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the federal government are not included.

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

The reports described below exclude establishments of firms with no paid employees. These “nonemployers,” typically self-employed individuals or partnerships operating businesses that they have not chosen to incorporate, are reported separately in *Nonemployer Statistics*. The contribution of nonemployers, moderate for this sector, may be examined at [www.census.gov/nonemployerimpact](http://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 21 reports, each covering a group of related industries. The reports present, by kind of business for the United States, general statistics for establishments of firms with payroll on number of establishments, sales, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

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

**Subject Series:**

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

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

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

**GEOGRAPHIC AREAS COVERED**

The level of geographic detail varies by report. Maps are available at [www.census.gov/econ2002maps](http://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.

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4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
  5. Economic places.
    - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
    - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
    - c. Townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 2000 Census of Population).
    - 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). There were revisions to some industries in this sector for 2002.

For the retail trade sector, additional levels of detail for department stores and nonstore retailers are included in 2002 NAICS. Department stores are now further broken down into Department Stores (except Discount Department Stores) and Discount Department Stores. Electronic Shopping and Mail-Order Houses are now further broken down into Electronic Shopping, Electronic Auctions, and Mail-Order Houses.

## **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.

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## **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](http://www.census.gov/epcd/ec02/disclosure.htm).

## **AVAILABILITY OF MORE FREQUENT ECONOMIC DATA**

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

## **CONTACTS FOR DATA USERS**

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

## **ABBREVIATIONS AND SYMBOLS**

The following abbreviations and symbols are used with these data:

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

**Table 1. Summary Statistics for the United States: 2002**

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

2002 NAICS code	Kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini-strative records <sup>1</sup>	Estimated <sup>2</sup>
4422	Home furnishings stores .....	36 915	41 600 368	5 942 706	1 393 677	285 775	18.5	6.7
44221	Floor covering stores .....	15 262	18 217 661	2 885 427	673 531	93 513	25.6	8.3
442210	Floor covering stores .....	15 262	18 217 661	2 885 427	673 531	93 513	25.6	8.3
44229	Other home furnishings stores .....	21 653	23 382 707	3 057 279	720 146	192 262	12.9	5.5
442291	Window treatment stores .....	2 171	1 150 193	195 347	45 324	9 349	25.9	10.5
442299	All other home furnishings stores .....	19 482	22 232 514	2 861 932	674 822	182 913	12.2	5.3

<sup>1</sup>Includes sales information obtained from administrative records of other federal agencies.

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

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

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

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

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)	
4422	Home furnishings stores .....	2002..	36 915	41 600 368	5 942 706	285 775
		1997..	35 264	30 722 478	4 339 838	231 545
44221	Floor covering stores .....	2002..	15 262	18 217 661	2 885 427	93 513
		1997..	16 603	16 471 814	2 458 208	96 186
442210	Floor covering stores .....	2002..	15 262	18 217 661	2 885 427	93 513
		1997..	16 603	16 471 814	2 458 208	96 186
44229	Other home furnishings stores .....	2002..	21 653	23 382 707	3 057 279	192 262
		1997..	18 661	14 250 664	1 881 630	135 359
442291	Window treatment stores .....	2002..	2 171	1 150 193	195 347	9 349
		1997..	2 126	915 301	148 564	8 548
442299	All other home furnishings stores .....	2002..	19 482	22 232 514	2 861 932	182 913
		1997..	16 535	13 335 363	1 733 066	126 811

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

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

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

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
4422		Home furnishings stores.....	36 915	X	41 600 368	X	100.0	75.4
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	3 465	5 050 783	244 337	4.8	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	17	4 873	404	8.3	Z	X
	20140	Packaged liquor, wine, & beer .....	10	2 223	222	10.0	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	132	56 026	5 336	9.5	Z	X
	20180	Soaps, detergents, & household cleaners .....	80	53 098	1 112	2.1	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	38	22 233	445	2.0	Z	X
	20200	Men's wear .....	832	1 242 619	15 207	1.2	Z	X
	20220	Women's, juniors', & misses' wear .....	286	495 719	17 445	3.5	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	113	35 037	2 768	7.9	Z	X
	20260	Footwear, including accessories .....	43	10 654	827	7.8	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	599	591 761	31 196	5.3	.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	11 385	19 882 052	6 370 848	32.0	15.3	72.8
	20281	Curtains & draperies .....	4 831	12 153 197	775 652	6.4	1.9	X
	20282	Vertical & horizontal blinds, woven wood blinds, & shades .....	6 224	7 114 016	964 100	13.6	2.3	X
	20283	Furniture coverings, including ready-made & custom-made .....	1 673	2 115 024	114 147	5.4	.3	X
	20284	Domestics, including towels, sheets, blankets, table linens & coverings, etc. ....	6 728	15 210 477	4 516 949	29.7	10.9	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. ....	350	357 668	26 405	7.4	.1	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	3 253	10 579 094	589 265	5.6	1.4	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	52	42 504	2 326	5.5	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	288	461 812	9 425	2.0	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	5 513	10 283 024	1 835 184	17.8	4.4	X
	20360	Flooring & floor coverings .....	19 388	26 491 911	15 858 317	59.9	38.1	72.6
	20361	Soft-surface (textile) floor coverings & accessories .....	18 624	25 618 589	10 251 723	40.0	24.6	X
	20363	Hardwood flooring .....	10 746	14 083 438	1 961 520	13.9	4.7	X
	20364	Other hard-surface floor coverings & accessories, including tile & sheet goods .....	12 470	15 248 985	3 645 074	23.9	8.8	X
	20370	Computer hardware, software, & supplies, including computer game software .....	220	201 260	5 962	3.0	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	19 347	21 942 389	11 741 514	53.5	28.2	67.4
	20381	Cookware & cooking accessories, including strainers, sifters, grinders, cutlery, canning supplies, etc. ....	5 303	12 283 970	1 928 827	15.7	4.6	X
	20382	Dinnerware, china, glassware, tableware, giftware, including all flatware & holloware .....	9 614	17 226 719	2 583 653	15.0	6.2	X
	20383	Decorative accessories, including lamps, lampshades, mirrors, pictures, picture frames, clocks, magazine racks, spice racks, desk sets, etc. ....	15 687	19 106 648	4 167 844	21.8	10.0	X
	20384	All other kitchenware & home furnishings, including closet & bathroom accessories, etc. ....	9 156	17 457 136	3 061 190	17.5	7.4	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	1 402	626 582	57 423	9.2	.1	X
	20420	Books .....	1 603	1 612 263	38 240	2.4	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	1 584	3 352 380	139 387	4.2	.3	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	810	1 220 863	23 850	2.0	.1	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	638	866 304	51 696	6.0	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	1 508	2 385 973	189 681	8.0	.5	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed .....	877	1 129 180	409 128	36.2	1.0	X
	20670	Paint & sundries .....	801	775 261	76 526	9.9	.2	X
	20690	Wallpaper & other flexible wallcoverings .....	1 654	1 608 513	75 240	4.7	.2	X
	20800	Pets, pet foods, & pet supplies .....	7	13 396	161	1.2	Z	X
	20850	All other merchandise .....	9 013	11 510 171	1 217 724	10.6	2.9	73.1
	20851	Stationery products, including stationery, tablets, pads, & related products .....	2 669	5 795 858	149 003	2.6	.4	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper .....	29	15 097	833	5.5	Z	X
	20855	Greeting cards .....	1 731	1 487 347	23 376	1.6	.1	X
	20863	Art goods, including original pictures & sculptures .....	1 900	976 360	96 408	9.9	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	732	619 856	29 630	4.8	.1	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	6 445	10 266 262	543 739	5.3	1.3	X
	20879	Artificial/silk flowers, plants, & trees .....	4 212	5 619 855	322 268	5.7	.8	X
	20883	All other merchandise .....	197	496 562	52 467	10.6	.1	X
	29810	All other merchandise .....	2 695	5 905 091	356 351	6.0	.9	X

See footnotes at end of table.



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

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

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
4422		Home furnishings stores—Con.						
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	8 867	9 573 342	2 206 052	23.0	5.3	70.4
	29904	Labor charges for work perf by this estab, incl alteration charges; charges for auto & oth rep, maint, install, const, alteration, etc.; rcpts from landscaping; & rcpts from heater rep/install .....	3 880	3 442 672	672 382	19.5	1.6	X
	29905	Labor charges for work contracted out to other establishments .....	2 113	2 439 933	466 033	19.1	1.1	X
	29908	Parts & materials used in furniture repair or upholstery work .....	147	122 854	10 138	8.3	Z	X
	29911	Delivery & installation charges .....	4 006	4 632 746	857 387	18.5	2.1	X
	29935	Carpet repair receipts & other labor charges for repair work performed by this establishment .....	1 624	1 941 540	88 691	4.6	.2	X
	29936	Carpet cleaning receipts for work performed by this establishment .....	521	643 974	44 075	6.8	.1	X
	29972	All other nonmerchandise receipts, including receipts from customers for storage, rental, etc. ....	396	763 551	67 346	8.8	.2	X
44221		Floor covering stores .....	15 262	X	18 217 661	X	100.0	68.0
	20260	Footwear, including accessories .....	10	1 822	547	30.0	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	33	39 715	3 826	9.6	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	2 765	3 662 661	215 699	5.9	1.2	66.2
	20281	Curtains & draperies .....	1 039	1 759 835	67 169	3.8	.4	X
	20282	Vertical & horizontal blinds, woven wood blinds, & shades .....	2 366	3 133 516	137 775	4.4	.8	X
	20283	Furniture coverings, including ready-made & custom-made .....	157	199 688	9 137	4.6	.1	X
	20284	Domestics, including towels, sheets, blankets, table linens & coverings, etc. ....	153	68 345	1 618	2.4	Z	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. ....	119	139 547	13 663	9.8	.1	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	29	20 950	729	3.5	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	21	12 935	547	4.2	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	19	13 845	547	4.0	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	529	602 276	104 570	17.4	.6	X
	20360	Flooring & floor coverings .....	15 262	18 217 661	15 409 017	84.6	84.6	64.8
	20361	Soft-surface (textile) floor coverings & accessories .....	14 552	17 371 268	9 820 012	56.5	53.9	X
	20363	Hardwood flooring .....	10 603	13 975 496	1 954 172	14.0	10.7	X
	20364	Other hard-surface floor coverings & accessories, including tile & sheet goods .....	12 251	15 090 053	3 634 833	24.1	20.0	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	426	458 174	26 233	5.7	.1	61.5
	20381	Cookware & cooking accessories, including strainers, sifters, grinders, cutlery, canning supplies, etc. ....	50	31 916	2 079	6.5	Z	X
	20382	Dinnerware, china, glassware, tableware, giftware, including all flatware & holloware .....	6	12 471	909	7.3	Z	X
	20383	Decorative accessories, including lamps, lampshades, mirrors, pictures, picture frames, clocks, magazine racks, spice racks, desk sets, etc. ....	318	369 728	15 471	4.2	.1	X
	20384	All other kitchenware & home furnishings, including closet & bathroom accessories, etc. ....	75	89 940	7 774	8.6	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	28	19 857	729	3.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	21	6 923	364	5.3	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	291	355 062	19 129	5.4	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	33	44 815	5 283	11.8	Z	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed .....	390	731 803	128 436	17.6	.7	X
	20670	Paint & sundries .....	693	724 699	71 779	9.9	.4	X
	20690	Wallpaper & other flexible wallcoverings .....	1 260	1 406 221	51 010	3.6	.3	X
	20850	All other merchandise .....	188	238 105	32 427	13.6	.2	55.3
	20855	Greeting cards .....	6	2 107	38	1.8	Z	X
	20863	Art goods, including original pictures & sculptures .....	48	32 589	969	3.0	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	6	1 912	28	1.5	Z	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups .....	26	18 022	280	1.6	Z	X
	20879	Artificial/silk flowers, plants, & trees .....	74	99 621	1 667	1.7	Z	X
	20883	All other merchandise .....	65	111 728	29 414	26.3	.2	X
	29810	All other merchandise .....	403	654 561	44 633	6.8	.2	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	7 095	8 401 074	2 087 765	24.9	11.5	64.8
	29904	Labor charges for work perf by this estab, incl alteration charges; charges for auto & oth rep, maint, install, const, alteration, etc.; rcpts from landscaping; & rcpts from heater rep/install .....	2 926	2 986 330	627 979	21.0	3.4	X
	29905	Labor charges for work contracted out to other establishments .....	1 747	2 205 030	443 128	20.1	2.4	X
	29908	Parts & materials used in furniture repair or upholstery work .....	68	73 005	7 098	9.7	Z	X
	29911	Delivery & installation charges .....	3 270	3 996 139	819 386	20.5	4.5	X
	29935	Carpet repair receipts & other labor charges for repair work performed by this establishment .....	1 585	1 924 350	87 999	4.6	.5	X

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
44221		Floor covering stores—Con.						
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided—Con.						
	29936	Carpet cleaning receipts for work performed by this establishment . . . .	519	642 934	43 968	6.8	.2	X
	29972	All other nonmerchandise receipts, including receipts from customers for storage, rental, etc. . . . .	243	611 346	58 207	9.5	.3	X
442210		Floor covering stores . . . . .	15 262	X	18 217 661	X	100.0	68.0
	20260	Footwear, including accessories . . . . .	10	1 822	547	30.0	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. . . . .	33	39 715	3 826	9.6	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings . . . . .	2 765	3 662 661	215 699	5.9	1.2	66.2
	20281	Curtains & draperies . . . . .	1 039	1 759 835	67 169	3.8	.4	X
	20282	Vertical & horizontal blinds, woven wood blinds, & shades . . . . .	2 366	3 133 516	137 775	4.4	.8	X
	20283	Furniture coverings, including ready-made & custom-made . . . . .	157	199 688	9 137	4.6	.1	X
	20284	Domestics, including towels, sheets, blankets, table linens & coverings, etc. . . . .	153	68 345	1 618	2.4	Z	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. . . . .	119	139 547	13 663	9.8	.1	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. . . . .	29	20 950	729	3.5	Z	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories . . . . .	21	12 935	547	4.2	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	19	13 845	547	4.0	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture . . . . .	529	602 276	104 570	17.4	.6	X
	20360	Flooring & floor coverings . . . . .	15 262	18 217 661	15 409 017	84.6	84.6	64.8
	20361	Soft-surface (textile) floor coverings & accessories . . . . .	14 552	17 371 268	9 820 012	56.5	53.9	X
	20363	Hardwood flooring . . . . .	10 603	13 975 496	1 954 172	14.0	10.7	X
	20364	Other hard-surface floor coverings & accessories, including tile & sheet goods . . . . .	12 251	15 090 053	3 634 833	24.1	20.0	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. . . . .	426	458 174	26 233	5.7	.1	61.5
	20381	Cookware & cooking accessories, including strainers, sifters, grinders, cutlery, canning supplies, etc. . . . .	50	31 916	2 079	6.5	Z	X
	20382	Dinnerware, china, glassware, tableware, giftware, including all flatware & holloware . . . . .	6	12 471	909	7.3	Z	X
	20383	Decorative accessories, including lamps, lampshades, mirrors, pictures, picture frames, clocks, magazine racks, spice racks, desk sets, etc. . . . .	318	369 728	15 471	4.2	.1	X
	20384	All other kitchenware & home furnishings, including closet & bathroom accessories, etc. . . . .	75	89 940	7 774	8.6	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. . . .	28	19 857	729	3.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles . . . . .	21	6 923	364	5.3	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures . . . . .	291	355 062	19 129	5.4	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. . . . .	33	44 815	5 283	11.8	Z	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed . . . . .	390	731 803	128 436	17.6	.7	X
	20670	Paint & sundries . . . . .	693	724 699	71 779	9.9	.4	X
	20690	Wallpaper & other flexible wallcoverings . . . . .	1 260	1 406 221	51 010	3.6	.3	X
	20850	All other merchandise . . . . .	188	238 105	32 427	13.6	.2	55.3
	20855	Greeting cards . . . . .	6	2 107	38	1.8	Z	X
	20863	Art goods, including original pictures & sculptures . . . . .	48	32 589	969	3.0	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons . . . . .	6	1 912	28	1.5	Z	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups . . .	26	18 022	280	1.6	Z	X
	20879	Artificial/silk flowers, plants, & trees . . . . .	74	99 621	1 667	1.7	Z	X
	20883	All other merchandise . . . . .	65	111 728	29 414	26.3	.2	X
	29810	All other merchandise . . . . .	403	654 561	44 633	6.8	.2	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided . . . . .	7 095	8 401 074	2 087 765	24.9	11.5	64.8
	29904	Labor charges for work perf by this estab, incl alteration charges; charges for auto & oth rep, maint, install, const, alteration, etc.; rcpts from landscaping; & rcpts from heater rep/install . . . . .	2 926	2 986 330	627 979	21.0	3.4	X
	29905	Labor charges for work contracted out to other establishments . . . . .	1 747	2 205 030	443 128	20.1	2.4	X
	29908	Parts & materials used in furniture repair or upholstery work . . . . .	68	73 005	7 098	9.7	Z	X
	29911	Delivery & installation charges . . . . .	3 270	3 996 139	819 386	20.5	4.5	X
	29935	Carpet repair receipts & other labor charges for repair work performed by this establishment . . . . .	1 585	1 924 350	87 999	4.6	.5	X
	29936	Carpet cleaning receipts for work performed by this establishment . . .	519	642 934	43 968	6.8	.2	X
	29972	All other nonmerchandise receipts, including receipts from customers for storage, rental, etc. . . . .	243	611 346	58 207	9.5	.3	X
44229		Other home furnishings stores . . . . .	21 653	X	23 382 707	X	100.0	81.2

See footnotes at end of table.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
44229		Other home furnishings stores—Con.						
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	3 465	5 050 783	244 337	4.8	1.0	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption. ....	15	3 780	222	5.9	Z	X
	20140	Packaged liquor, wine, & beer. ....	10	2 223	222	10.0	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics. ....	132	56 026	5 336	9.5	Z	X
	20180	Soaps, detergents, & household cleaners. ....	76	37 795	1 112	2.9	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	38	22 233	445	2.0	Z	X
	20200	Men's wear. ....	830	1 242 072	15 207	1.2	.1	X
	20220	Women's, juniors', & misses' wear. ....	286	495 719	17 445	3.5	.1	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories. ....	113	35 037	2 768	7.9	Z	X
	20260	Footwear, including accessories. ....	33	8 832	280	3.2	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	566	552 046	27 370	5.0	.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings. ....	8 620	16 219 391	6 155 149	37.9	26.3	78.2
	20281	Curtains & draperies. ....	3 792	10 393 362	708 483	6.8	3.0	X
	20282	Vertical & horizontal blind, woven wood blinds, & shades. ....	3 858	3 980 500	826 325	20.8	3.5	X
	20283	Furniture coverings, including ready-made & custom-made. ....	1 516	1 915 336	105 010	5.5	.4	X
	20284	Domestics, including towels, sheets, blankets, table linens & coverings, etc. ....	6 575	15 142 132	4 515 331	29.8	19.3	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. ....	231	218 121	12 742	5.8	.1	X
	20310	Small electric appliances, including mixers, blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	3 224	10 558 144	588 536	5.6	2.5	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories. ....	31	29 569	1 779	6.0	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories. ....	269	447 967	8 878	2.0	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture. ....	4 984	9 680 748	1 730 614	17.9	7.4	X
	20360	Flooring & floor coverings. ....	4 126	8 274 250	449 300	5.4	1.9	79.6
	20361	Soft-surface (textile) floor coverings & accessories. ....	4 072	8 247 321	431 711	5.2	1.8	X
	20363	Hardwood flooring. ....	143	107 942	7 348	6.8	Z	X
	20364	Other hard-surface floor coverings & accessories, including tile & sheet goods. ....	219	158 932	10 241	6.4	Z	X
	20370	Computer hardware, software, & supplies, including computer game software. ....	215	191 422	5 780	3.0	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	18 921	21 484 215	11 715 281	54.5	50.1	72.5
	20381	Cookware & cooking accessories, including strainers, sifters, grinders, cutlery, canning supplies, etc. ....	5 253	12 252 054	1 926 748	15.7	8.2	X
	20382	Dinnerware, china, glassware, tableware, giftware, including all flatware & holloware. ....	9 608	17 214 248	2 582 744	15.0	11.0	X
	20383	Decorative accessories, including lamps, lampshades, mirrors, pictures, picture frames, clocks, magazine racks, spice racks, desk sets, etc. ....	15 369	18 736 920	4 152 373	22.2	17.8	X
	20384	All other kitchenware & home furnishings, including closet & bathroom accessories, etc. ....	9 081	17 367 196	3 053 416	17.6	13.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	1 374	606 725	56 694	9.3	.2	X
	20420	Books. ....	1 593	1 601 515	38 240	2.4	.2	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles. ....	1 563	3 345 457	139 023	4.2	.6	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	808	1 219 588	23 850	2.0	.1	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures. ....	347	511 242	32 567	6.4	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	1 475	2 341 158	184 398	7.9	.8	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed. ....	487	397 377	280 692	70.6	1.2	X
	20670	Paint & sundries. ....	108	50 562	4 747	9.4	Z	X
	20690	Wallpaper & other flexible wallcoverings. ....	394	202 292	24 230	12.0	.1	X
	20800	Pets, pet foods, & pet supplies. ....	7	13 396	161	1.2	Z	X
	20850	All other merchandise. ....	8 825	11 272 066	1 185 297	10.5	5.1	78.9
	20851	Stationery products, including stationery, tablets, pads, & related products. ....	2 667	5 794 910	148 990	2.6	.6	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper. ....	25	11 002	815	7.4	Z	X
	20855	Greeting cards. ....	1 725	1 485 240	23 338	1.6	.1	X
	20863	Art goods, including original pictures & sculptures. ....	1 852	943 771	95 439	10.1	.4	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons. ....	726	617 944	29 602	4.8	.1	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups. ....	6 419	10 248 240	543 459	5.3	2.3	X
	20879	Artificial/silk flowers, plants, & trees. ....	4 138	5 520 234	320 601	5.8	1.4	X
	20883	All other merchandise. ....	132	384 834	23 053	6.0	.1	X
	29810	All other merchandise. ....	2 292	5 250 530	311 718	5.9	1.3	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
44229		Other home furnishings stores—Con.						
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	1 772	1 172 268	118 287	10.1	.5	65.9
	29904	Labor charges for work perf by this estab, incl alteration charges; charges for auto & oth rep, maint, install, const, alteration, etc.; rcpts from landscaping; & rcpts from heater rep/install	954	456 342	44 403	9.7	.2	X
	29905	Labor charges for work contracted out to other establishments	366	234 903	22 905	9.8	.1	X
	29908	Parts & materials used in furniture repair or upholstery work	79	49 849	3 040	6.1	Z	X
	29911	Delivery & installation charges	736	636 607	38 001	6.0	.2	X
	29935	Carpet repair receipts & other labor charges for repair work performed by this establishment	39	17 190	692	4.0	Z	X
	29972	All other nonmerchandise receipts, including receipts from customers for storage, rental, etc.	153	152 205	9 139	6.0	Z	X
442291		Window treatment stores	2 171	X	1 150 193	X	100.0	58.6
	20200	Men's wear	6	10 168	311	3.1	Z	X
	20220	Women's, juniors', & misses' wear	8	14 607	771	5.3	.1	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	10	6 579	989	15.0	.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	78	42 477	8 695	20.5	.8	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	2 171	1 150 193	1 015 608	88.3	88.3	50.6
	20281	Curtains & draperies	1 176	569 300	180 807	31.8	15.7	X
	20282	Vertical & horizontal blinds, woven wood blinds, & shades	1 928	1 040 499	792 918	76.2	68.9	X
	20283	Furniture coverings, including ready-made & custom-made	208	92 717	29 818	32.2	2.6	X
	20284	Domestics, including towels, sheets, blankets, table linens & coverings, etc.	126	72 934	12 065	16.5	1.0	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	111	64 296	11 801	18.4	1.0	X
	20360	Flooring & floor coverings	231	141 819	33 770	23.8	2.9	53.6
	20361	Soft-surface (textile) floor coverings & accessories	206	132 700	21 815	16.4	1.9	X
	20363	Hardwood flooring	113	63 783	5 470	8.6	.5	X
	20364	Other hard-surface floor coverings & accessories, including tile & sheet goods	109	52 235	6 485	12.4	.6	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	233	119 436	13 745	11.5	1.2	46.7
	20381	Cookware & cooking accessories, including strainers, sifters, grinders, cutlery, canning supplies, etc.	25	13 027	539	4.1	Z	X
	20382	Dinnerware, china, glassware, tableware, giftware, including all flatware & holloware	18	8 337	1 008	12.1	.1	X
	20383	Decorative accessories, including lamps, lampshades, mirrors, pictures, picture frames, clocks, magazine racks, spice racks, desk sets, etc.	200	103 414	9 520	9.2	.8	X
	20384	All other kitchenware & home furnishings, including closet & bathroom accessories, etc.	46	19 636	2 678	13.6	.2	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	15	4 785	552	11.5	Z	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed	17	8 086	1 449	17.9	.1	X
	20670	Paint & sundries	63	28 996	3 635	12.5	.3	X
	20690	Wallpaper & other flexible wallcoverings	304	130 259	20 450	15.7	1.8	X
	20850	All other merchandise	115	45 536	3 405	7.5	.3	54.3
	20863	Art goods, including original pictures & sculptures	15	8 152	438	5.4	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	11	7 109	362	5.1	Z	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups	33	7 848	533	6.8	Z	X
	20879	Artificial/silk flowers, plants, & trees	76	25 297	1 514	6.0	.1	X
	20883	All other merchandise	9	3 244	550	17.0	Z	X
	29810	All other merchandise	71	34 782	2 461	7.1	.2	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	338	208 933	26 466	12.7	2.3	55.1
	29904	Labor charges for work perf by this estab, incl alteration charges; charges for auto & oth rep, maint, install, const, alteration, etc.; rcpts from landscaping; & rcpts from heater rep/install	147	66 528	6 065	9.1	.5	X
	29905	Labor charges for work contracted out to other establishments	91	44 298	4 951	11.2	.4	X
	29908	Parts & materials used in furniture repair or upholstery work	35	24 224	1 979	8.2	.2	X
	29911	Delivery & installation charges	186	137 561	12 572	9.1	1.1	X
	29935	Carpet repair receipts & other labor charges for repair work performed by this establishment	23	11 111	509	4.6	Z	X
	29972	All other nonmerchandise receipts, including receipts from customers for storage, rental, etc.	14	12 647	390	3.1	Z	X
442299		All other home furnishings stores	19 482	X	22 232 514	X	100.0	82.3
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	3 465	5 050 783	244 337	4.8	1.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	15	3 780	222	5.9	Z	X
	20140	Packaged liquor, wine, & beer	10	2 223	222	10.0	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	132	56 026	5 336	9.5	Z	X
	20180	Soaps, detergents, & household cleaners	76	37 795	1 112	2.9	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	38	22 233	445	2.0	Z	X
	20200	Men's wear	824	1 231 904	14 896	1.2	.1	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments <sup>1</sup>	
442299		All other home furnishings stores—Con.						
	20220	Women's, juniors', & misses' wear .....	278	481 112	16 674	3.5	.1	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	103	28 458	1 779	6.3	Z	X
	20260	Footwear, including accessories .....	31	6 003	222	3.7	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	488	509 569	18 675	3.7	.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	6 449	15 069 198	5 139 541	34.1	23.1	79.8
	20281	Curtains & draperies .....	2 616	9 824 062	527 676	5.4	2.4	X
	20282	Vertical & horizontal blinds, woven wood blinds, & shades .....	1 930	2 940 001	33 407	1.1	.2	X
	20283	Furniture coverings, including ready-made & custom-made .....	1 308	1 822 619	75 192	4.1	.3	X
	20284	Domestics, including towels, sheets, blankets, table linens & coverings, etc. ....	6 449	15 069 198	4 503 266	29.9	20.3	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. ....	227	216 545	12 673	5.9	.1	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	3 222	10 556 442	588 501	5.6	2.6	X
	20320	Televisions, video recorder/video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	31	29 569	1 779	6.0	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books; sheet music, accessories .....	265	447 541	8 671	1.9	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	4 873	9 616 452	1 718 813	17.9	7.7	X
	20360	Flooring & floor coverings .....	3 895	8 132 431	415 530	5.1	1.9	80.8
	20361	Soft-surface (textile) floor coverings & accessories .....	3 866	8 114 621	409 896	5.1	1.8	X
	20363	Hardwood flooring .....	30	44 159	1 878	4.3	Z	X
	20364	Other hard-surface floor coverings & accessories, including tile & sheet goods .....	110	106 697	3 756	3.5	Z	X
	20370	Computer hardware, software, & supplies, including computer game software .....	215	191 422	5 780	3.0	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	18 688	21 364 779	11 701 536	54.8	52.6	73.6
	20381	Cookware, cooking accessories, including strainers, sifters, grinders, cutlery, canning supplies, etc. ....	5 228	12 239 027	1 926 209	15.7	8.7	X
	20382	Dinnerware, china, glassware, tableware, giftware, including all flatware & holloware .....	9 590	17 205 911	2 581 736	15.0	11.6	X
	20383	Decorative accessories, including lamps, lampshades, mirrors, pictures, picture frames, clocks, magazine racks, spice racks, desk sets, etc. ....	15 169	18 633 506	4 142 853	22.2	18.6	X
	20384	All other kitchenware & home furnishings, including closet & bathroom accessories, etc. ....	9 035	17 347 560	3 050 738	17.6	13.7	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	1 374	606 725	56 694	9.3	.3	X
	20420	Books .....	1 591	1 599 629	38 240	2.4	.2	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	1 559	3 344 882	138 954	4.2	.6	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	804	1 217 230	22 677	1.9	.1	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	332	506 457	32 015	6.3	.1	X
	20620	Lawn, garden, & shrub; arm & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	1 471	2 330 634	180 085	7.7	.8	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed .....	470	389 291	279 243	71.7	1.3	X
	20670	Paint & sundries .....	45	21 566	1 112	5.2	Z	X
	20690	Wallpaper & other flexible wallcoverings .....	90	72 033	3 780	5.2	Z	X
	20850	All other merchandise .....	8 710	11 226 530	1 181 892	10.5	5.3	80.0
	20851	Stationery products, including stationery, tablets, pads, & related products .....	2 667	5 794 910	148 990	2.6	.7	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper .....	25	11 002	815	7.4	Z	X
	20855	Greeting cards .....	1 723	1 484 933	23 330	1.6	.1	X
	20863	Art goods, including original pictures & sculptures .....	1 837	935 619	95 001	10.2	.4	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	715	610 835	29 240	4.8	.1	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	6 386	10 240 392	542 926	5.3	2.4	X
	20879	Artificial/silk flowers, plants, & trees .....	4 062	5 494 937	319 087	5.8	1.4	X
	20883	All other merchandise .....	123	381 590	22 503	5.9	.1	X
	29810	All other merchandise .....	2 221	5 215 748	309 257	5.9	1.4	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for delv, repair, maint, storage, installation, on-site const, rental/lease of tool/equip & oth svc provided .....	1 434	963 335	91 821	9.5	.4	65.3
	29904	Labor charges for work perf by this estab, incl alteration charges; charges for auto & oth rep, maint, install, const, alteration, etc.; rpts from landscaping; & rpts from heater rep/install .....	807	389 814	38 338	9.8	.2	X
	29905	Labor charges for work contracted out to other establishments .....	275	190 605	17 954	9.4	.1	X
	29908	Parts & materials used in furniture repair or upholstery work .....	44	25 625	1 061	4.1	Z	X
	29911	Delivery & installation charges .....	550	499 046	25 429	5.1	.1	X
	29935	Carpet repair receipts & other labor charges for repair work performed by this establishment .....	16	6 079	183	3.0	Z	X
	29972	All other nonmerchandise receipts, including receipts from customers for storage, rental, etc. ....	139	139 558	8 749	6.3	Z	X

See footnotes at end of table.

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

<sup>1</sup>Product line sales and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

<sup>2</sup>Sales of establishments reporting product line sales as percent of total sales.

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

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

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

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
4422	Home furnishings stores						
	All firms .....	36 915	41 600 368	100.0	5 942 706	1 393 677	285 775
	4 largest firms .....	2 321	8 703 249	20.9	889 560	208 593	60 480
	8 largest firms .....	3 117	11 096 137	26.7	1 133 777	262 238	81 333
	20 largest firms .....	4 493	13 705 479	32.9	1 443 118	337 156	103 624
	50 largest firms .....	5 838	15 912 322	38.3	1 740 343	409 202	118 764
44221	Floor covering stores						
	All firms .....	15 262	18 217 661	100.0	2 885 427	673 531	93 513
	4 largest firms .....	21	374 929	2.1	63 150	16 291	1 628
	8 largest firms .....	100	623 231	3.4	95 842	23 411	2 474
	20 largest firms .....	310	1 148 279	6.3	168 939	40 192	4 420
	50 largest firms .....	448	1 943 782	10.7	287 172	69 632	7 192
442210	Floor covering stores						
	All firms .....	15 262	18 217 661	100.0	2 885 427	673 531	93 513
	4 largest firms .....	21	374 929	2.1	63 150	16 291	1 628
	8 largest firms .....	100	623 231	3.4	95 842	23 411	2 474
	20 largest firms .....	310	1 148 279	6.3	168 939	40 192	4 420
	50 largest firms .....	448	1 943 782	10.7	287 172	69 632	7 192
44229	Other home furnishings stores						
	All firms .....	21 653	23 382 707	100.0	3 057 279	720 146	192 262
	4 largest firms .....	2 321	8 703 249	37.2	889 560	208 593	60 480
	8 largest firms .....	3 117	11 096 137	47.5	1 133 777	262 238	81 333
	20 largest firms .....	4 493	13 705 479	58.6	1 443 118	337 156	103 624
	50 largest firms .....	6 038	15 562 519	66.6	1 691 060	397 094	119 016
442291	Window treatment stores						
	All firms .....	2 171	1 150 193	100.0	195 347	45 324	9 349
	4 largest firms .....	261	235 562	20.5	27 903	6 351	1 530
	8 largest firms .....	277	277 132	24.1	35 613	7 984	1 832
	20 largest firms .....	293	337 344	29.3	45 765	10 408	2 218
	50 largest firms .....	359	429 798	37.4	65 206	14 873	2 965
442299	All other home furnishings stores						
	All firms .....	19 482	22 232 514	100.0	2 861 932	674 822	182 913
	4 largest firms .....	2 321	8 703 249	39.1	889 560	208 593	60 480
	8 largest firms .....	3 117	11 096 137	49.9	1 133 777	262 238	81 333
	20 largest firms .....	4 492	13 701 455	61.6	1 442 705	337 052	103 600
	50 largest firms .....	5 838	15 436 619	69.4	1 677 279	394 339	118 095

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

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### **ANNUAL PAYROLL**

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

### **ESTABLISHMENTS**

An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Retail trade 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 retail trade establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 2002.

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

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling shoes within a department store would be considered a separate retail establishment under the "shoe stores" classification.

### **FIRMS**

A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. All establishments of subsidiary firms are included as part of the owning or controlling firm. For the economic census, the terms "firm" and "company" are synonymous.

### **FIRST-QUARTER PAYROLL**

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

### **PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12**

Paid employees consist of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are



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proprietors and partners of unincorporated businesses; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

## **SALES**

Includes merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; gasoline, liquor, tobacco, and other excise taxes that are paid by the manufacturer or wholesaler and passed on to the retailer; and shipping and handling receipts.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from sales. Sales do not include carrying or other credit charges; sales and other taxes (including Hawaii's General Excise Tax) collected from customers and forwarded to taxing authorities; gross sales and receipts of departments or concessions operated by other companies; and commissions or receipts from the sale of government lottery tickets.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

# Appendix B.

## NAICS Codes, Titles, and Descriptions

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### **PART 1. 2002 NAICS**

#### **4422 HOME FURNISHINGS STORES**

This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture).

#### **44221 FLOOR COVERING STORES**

This industry comprises establishments primarily engaged in retailing new floor coverings, such as rugs and carpets, vinyl floor coverings, and floor tile (except ceramic or wood only); or retailing new floor coverings in combination with installation and repair services.

#### **442210 FLOOR COVERING STORES**

This industry comprises establishments primarily engaged in retailing new floor coverings, such as rugs and carpets, vinyl floor coverings, and floor tile (except ceramic or wood only); or retailing new floor coverings in combination with installation and repair services.

#### **44229 OTHER HOME FURNISHINGS STORES**

This industry comprises establishments primarily engaged in retailing new home furnishings (except furniture and floor coverings).

#### **442291 WINDOW TREATMENT STORES**

This industry comprises establishments primarily engaged in retailing new window treatments, such as curtains, drapes, blinds, and shades.

#### **442299 ALL OTHER HOME FURNISHINGS STORES**

This industry comprises establishments primarily engaged in retailing new home furnishings (except floor coverings, furniture, and window treatments).

### **PART 2. 1997 NAICS**

#### **4422 HOME FURNISHINGS STORES**

This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture).

#### **44221 FLOOR COVERING STORES**

This industry comprises establishments primarily engaged in retailing new floor coverings, such as rugs and carpets, vinyl floor coverings, and floor tile (except ceramic or wood only); or retailing new floor coverings in combination with installation and repair services.

#### **442210 FLOOR COVERING STORES**

This industry comprises establishments primarily engaged in retailing new floor coverings, such as rugs and carpets, vinyl floor coverings, and floor tile (except ceramic or wood only); or retailing new floor coverings in combination with installation and repair services.

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**44229 OTHER HOME FURNISHINGS STORES**

This industry comprises establishments primarily engaged in retailing new home furnishings (except furniture and floor coverings).

**442291 WINDOW TREATMENT STORES**

This industry comprises establishments primarily engaged in retailing new window treatments, such as curtains, drapes, blinds, and shades.

**442299 ALL OTHER HOME FURNISHINGS STORES**

This industry comprises establishments primarily engaged in retailing new home furnishings (except floor coverings, furniture, and window treatments).

# Appendix C.

## Methodology

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### SOURCES OF THE DATA

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

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

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

The report forms used to collect information for establishments in this sector are available at [help.econ.census.gov/econhelp/resources/](http://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](http://www.census.gov/econ/www/history.html).

### INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

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

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

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

### **RELIABILITY OF DATA**

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

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

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

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

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

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

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

### **TREATMENT OF NONRESPONSE**

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

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

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

### **CONCENTRATION CATEGORIES**

Concentration categories are based on aggregate sales of all establishments operated by the same firm in a given kind-of-business classification or group for which data are presented. For example, a firm operating three retail establishments – a furniture store (NAICS 4421), a home furnishings store (NAICS 4422), and an electronics and appliance store (NAICS 4431) – would be treated as three one-establishment firms at the most detailed NAICS level, as a two-establishment firm in NAICS 442 and a one-establishment firm in NAICS 443, and as a single three-establishment firm in Retail Trade totals (NAICS 44-45).

### **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](http://www.census.gov/epcd/ec02/disclosure.htm).

# Appendix D. Geographic Notes

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Not applicable for this report.

# Appendix E. Metropolitan and Micropolitan Statistical Areas

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Not applicable for this report.



