

The Economic Impact

of the Indianapolis Smoke-Free Air Ordinance on Public Eating and Drinking Places

Prepared for
Smoke Free Indy

by the
Bureau of Business Research
Ball State University

May 1, 2007

Executive Summary

The contention that requiring eating and drinking establishments to go smoke-free is harmful for business is often voiced by restaurant and bar owners in the debate over tobacco use policy. Yet it is ultimately an empirical question. Previous analyses conducted in other states, and even in other Indiana cities, suggest that tobacco restrictions have a neutral impact on restaurant and bar business, at least in the aggregate. But the analysis with the most bearing on the debate clearly is the one that is conducted on site, in the county where the debate is taking place.

Fourteen months have now elapsed since Indianapolis' tobacco free ordinance went into effect in the city's eating and drinking establishments, and data are now available to conduct that analysis, at least at the county level. These data include the monthly tax receipts from Marion County's food and beverage tax, as a measure of sales, as well as employment and wage information obtained from employer filings for the Unemployment Insurance system. After taking into account underlying trend growth, price inflation,

tax rate changes, and seasonal effects, we are unable to detect any measurable impact of the ordinance on restaurant business. The trend growth in both sales and employment has not changed in the months after the ordinance took effect, and statistical tests conducted on the effect of the ordinance on business activity fail to find a relationship between the new law and business activity.

These results are of direct bearing in the debate concerning Indianapolis tobacco use policy, addressing as completely as possible the aggregate impact of the post-March 2006 policy on local business activity. While the results do not say anything about the impact on individual establishments, and more data – through the passage of time – would make the tests more powerful, the last fourteen months have given us our first answer to the questions, conjectures and fears voiced during the discussions surrounding the ordinance's passage. And that is that the smoke-free air ordinance passed by the City-County Council has had no impact on Marion County restaurant activity.

1. Introduction

As the tragic consequences of smoking and tobacco use for public health have become better understood, policies to restrict tobacco use have become more commonplace, with the potential for disease transmission through second hand tobacco smoke receiving special attention. Beginning with New York City and cities in California in the mid-1990s, both the number of local governments restricting smoking and the extent of the restrictions placed on smoking have increased substantially.¹ In most cases, legislation and regulation have been accompanied by the concerns of businesses over the revenue impact of more restrictive policies.

On January 1, 2005 this trend reached Indiana with the implementation of smoke-free ordinances in Bloomington and Morgan County. Several other communities around the state have followed suit during the subsequent months.

The City-County Council of Indianapolis/Marion County, the largest urban area in Indiana, passed an ordinance establishing new limits on smoking in public places in May 2005. This ordinance took effect on March 1, 2006. Its

provisions, summarized in Appendix, imposed a limit on smoking in places of employment, including restaurants and some bars.

Indianapolis is substantially, but not completely, coterminous with Marion County, Indiana. Thus any ordinance that applies to Indianapolis can also be said to apply to Marion County. In central Indiana, Indianapolis has not been alone in implementing smoking restrictions. There is at least one ordinance in effect for a community in every county contiguous to Marion County in central Indiana. Table 1.1 provides a summary of these ordinances.

Table 1.1 indicates that two of the largest communities in Marion County other than Indianapolis also implemented smoke-free ordinances within six months after the Indianapolis ordinance took effect. Thus it is not unreasonable to suggest that roughly the same smoking restrictions apply to the entirety of Marion County. The majority of ordinances in the table are moderate in the prohibitions they implement, in that bars are typically exempted from smoking restrictions provided that no one under a certain age (either 18 or 21) will be present at the bar.

Table 1.1
Location, Effective Date, and Bar Exemption Status of Smoke-free Ordinances in Central Indiana

County	City	Effective Date	Bars Exempt
Morgan	Morgan County	January 1, 2005	No
Marion	Indianapolis	March 1, 2006	Yes
Hancock	Greenfield	March 1, 2006	Yes
Hamilton	Carmel	March 5, 2006	Yes
Johnson	Greenwood	April 22, 2006	Yes
Marion	Lawrence	July 1, 2006	Yes
Johnson	Franklin	August 1, 2006	Yes
Shelby	Shelbyville	August 1, 2006	Yes
Boone	Zionsville	August 10, 2006	No
Marion	Speedway	September 1, 2006	Yes
Hendricks	Avon	September 1, 2006	Yes
Hendricks	Plainfield	February 1, 2007	No

Source: http://www.in.gov/itpc/PolicyFiles/policyFile_85.pdf

An objection that is frequently raised against smoke-free laws is that proprietors of business establishments where smoking has been prevalent in the past, particularly restaurants and bars, will suffer reductions in business due to their inability to cater to patrons who smoke. In response, those who favor smoking restrictions have suggested that tobacco-free air will draw others to eat and drink at establishments they may have previously avoided due to air concerns.

This is ultimately an empirical question and provides the motivation for this study. While we are unable to determine how many customers have been deterred or attracted by clean air ordinances, we can use data collected before and after the restrictive policies went into effect to assess their aggregate, net impact.

The purpose of this report is to consider available evidence of the effect, if any, of Indianapolis' smoke-free air ordinance on restaurants in Marion County.

The analytical approach taken in this report is to study the level of business activity in Marion County for restaurants, comparing that level of activity after the smoke-free air ordinance took effect with its level before the ordinance took effect. Factors other than the ordinance that could affect the level of business activity in restaurants over time are taken into account as well. Both employment and sales are used as measures of business activity.

2. Findings of Other Studies

The consideration or implementation of a smoke-free ordinance seems to lead more or less automatically to arguments against the ordinance that contend that affected businesses will have their patronage reduced due to the inability of some patrons to smoke on the premises. Once ordinances have been put in place, many empirical studies have been conducted to determine whether the predicted reductions in business actually took place. A few of these studies will be cited here.

Glantz and Smith (1, 2) studied fifteen cities in California and Colorado that had enacted smoke-free ordinances

for restaurants in their jurisdictions. They used quarterly sales tax data to obtain the proportion that restaurant sales represented of total retail sales. Cities with smoking ordinances were also paired with other cities that were similar in size and smoking incidence but did not have a smoking ordinance. Regression analysis revealed that restaurant sales in the cities with ordinances typically did not decline after the smoking ordinance went into effect either absolutely or relative to the paired city without a smoking ordinance.

Hyland and Cummings (3) studied New York City's Smoke-Free Air Act, which took effect in April 1995. They obtained data for population, number of restaurants, and number of restaurant employees for New York City's boroughs, adjoining counties, and the rest of the state, for two years before and two years after the ordinance went into effect. Calculation of growth rates over the time period 1993-1997 suggested that the number of restaurants per capita did not decline in the jurisdictions covered by the ordinance. Moreover, with the exception of Brooklyn, restaurant employment in the jurisdictions covered by the ordinance grew noticeably faster than in jurisdictions used for comparative purposes.

Pyles *et al.* (4) analyzed employment data for Fayette County (Lexington), Kentucky and surrounding counties before and after a smoke-free ordinance went into effect in Lexington. A pooled cross section-time series (panel) analysis was performed on all counties simultaneously. They found that restaurant employment increased in Fayette County after the ordinance went into effect after taking account of the level of unemployment, population, and seasonality in the data.

Many other such studies exist, but the general approach to the problem is clear. One obtains time-sensitive measures of business activity for the industries of interest, generally restaurants and bars, and compares these measures before and after the point in time when a smoke-free ordinance went into effect. One takes into account other factors that could account for changes in business activity as well so as to isolate the effect of the anti-smoking ordinance as much as possible. The results

of these studies have generally been that smoke-free ordinances are not associated with decreases in business activity at restaurants and bars. Some studies have suggested that restaurant employment can actually increase after a smoke-free ordinance has taken effect.

3. Data Sources and Methodology

This report follows the same general analytical approach as other studies of smoke-free ordinances already cited. Measures of appropriate business activity are compared before-ordinance and after-ordinance for Marion County.

Economic data are collected at many levels of geographic and industrial detail, but it is difficult to obtain published data at a level of geographic detail smaller than the county. Thus any empirical analysis is forced to use the county as its basic unit of geography. There is no particular problem when considering Indianapolis' smoke-free ordinance, since Indianapolis comprises the vast majority of Marion County. Moreover, two of the four communities in Marion County that are not part of Indianapolis have also enacted smoke-free ordinances similar in character to the Indianapolis ordinance (see Table 1.1).

One key characteristic of smoke-free ordinances in Marion County is that all of them apply to restaurants but not to bars and taverns. Thus the industry of interest to this report is restaurants specifically, excepting bars and taverns.

Counties adjacent to Marion County are not considered. All of those counties contain at least one community that has a smoke-free ordinance in place. In the case of Morgan County, the entire county had a smoke-free ordinance broader in scope than those in Marion County in place for more than a year before the Indianapolis ordinance took effect. Also, if no reduction in restaurant sales or employment in Marion County is detected, then there is no need to try to learn where the lost business might have gone.

Two measures of restaurant activity are available on a monthly basis for Marion County. One source of data is due to Marion County's food and beverage tax, which took effect in July 1995. This tax covers any food or bev-

erage (very specifically including alcohol) prepared and served on a retail basis.² The state of Indiana collects this tax on behalf of Marion County. Thus it was possible to obtain monthly tax collections from July 1995 to February 2007 from the Indiana Department of Revenue.³ These tax collection data were transformed into food and beverage sales by dividing by the tax rate in effect during each month.⁴ This measure of activity is less precise than might be desired, in that it includes bars and taverns. However, it was not possible to obtain tax data that were split between restaurants and bars.

Restaurant employment⁵ (NAICS 7221 and 7222) is available on a monthly basis from 1990 to September 2006 from the U.S. Bureau of Labor Statistics, as are other broader employment measures. These employment data are collected as a side effect of the federal government's unemployment insurance program created during the 1930s. As a part of a quarterly reporting requirement, most employers must report the number of employees they had during each month of the quarter. The employment figures provided can be coded for the geographic area and the line of business of the reporting employer. The employment information obtained by the BLS is combined and made available⁶ for all counties and larger geographic areas in the United States with a six-to-eight-month lag. Unlike most employment data, Census of Employment and Wages (CEW) data are not based on surveys. Rather they are the result of direct, legally mandated reporting by employers.

The two activity measures, sales and employment, are subjected separately to linear regression analysis by time, a set of seasonal dummy variables, a dummy variable for the Indianapolis ordinance, and other variables intended to account for movements in sales and employment over time not covered by the progression of time, regular within-year fluctuations (seasonality), and the Indianapolis business cycle.

4. Findings

This section reports in detail the results of a statistical analysis of the impact of the Indianapolis smoke-free air

ordinance on business activity in restaurants. Based on the limited number of monthly observations on county-wide restaurant sales and employment levels available since the ordinance took effect, we are unable to find any measurable effect on activity levels in Marion County restaurants. More specifically, after controlling for trend and business cycle growth and seasonal variation in (a) taxable food and beverage sales and (b) restaurant employment, we find that observed changes since the ordinance took effect are numerically small and statistically insignificant.

The remainder of this section presents these findings in greater detail.

The Research Question

The essence of an event study is the examination of a regularly measured time series of data on outcomes. With data pre- and post-event, one can look for evidence of a “break point” in the data series that coincides with the timing of the event. More formally, we can estimate the parameters of a statistical model that describes the data, and investigate whether or not those parameters change in magnitude after the event takes place.

In this study, the event is the implementation of the Indianapolis smoking ordinance. Even though the timing in a few smaller jurisdictions was slightly different, for most of the county this took place on March 1, 2006.

As described above, this study uses two different outcome measures for restaurant business activity: taxable food and beverage sales, and restaurant employment. Both pertain to Marion County businesses only, and have monthly data available both before and after the implementation date.

The research question asked in this study is: how, if at all, has the growth in restaurant sales and restaurant employment been altered by the implementation of the Indianapolis smoking ordinance?

Implicit in this question is the notion that other factors – e.g., economic conditions, inflation, and special events unrelated to the ordinance – have affected, and will continue to affect, outcomes for restaurant sales and employment in Marion County. In order to isolate the impact of the ordinance from these other factors it is necessary to control for the influence of the latter. We do so by fitting a statistical model to each data series, as we now describe.

Restaurant Sales

The restaurant sales data used in this study were derived from tax receipts from the Food and Beverage tax levied on eating and drinking establishments in Marion County, as reported by the Indiana Department of Revenue. Tax receipts are reported monthly, with data available for the July 1995 – February 2007 time period.

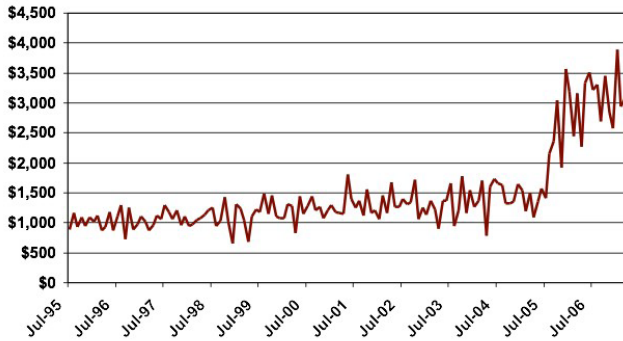
The most noticeable attribute of the data, as shown in Figure 4.1, is the large jump that occurred in mid-2005, when the rate was increased from 1 to 2 percent. Deriving the taxable base, by dividing tax receipts by the tax rate, makes the tax rate change much less apparent, as is shown in Figure 4.2.

It is readily seen from the latter figure that although taxable sales in the county are subject to considerable irregular variation, an upward trend is quite apparent. This is more so if the data are smoothed. The blue line in the Figure is a centered, 13-month moving average of the monthly sales data. As can be seen, at the end of the data sales fluctuate around a level of approximately \$150 million, a 50 percent increase over sales levels in the mid-1990s.

The Figure also indicates the point on the time axis where the ordinance takes effect. This visually demonstrates how the preponderance of data points available for this study are pre-ordinance observations. The comparatively small number of post-ordinance observations of restaurant sales reduces the power of tests of its impact. Nothing other than the passage of time can address this short-

Figure 4.1

Marion County Food and Beverage Tax Collections
(Thousands of Dollars)



coming, which argues for revisiting this issue and revising this study in the future.

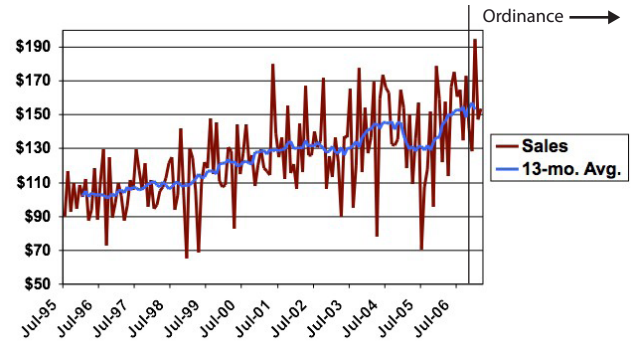
One may be tempted to continue with this graphical analysis, and to draw conclusions on ordinance impact based on the behavior of sales to the right and the left of the line representing the implementation date. Without accounting for the behavior of other causal factors, however, such analysis is incomplete and potentially misleading.

After some experimentation, we fitted a linear trend model, with additive seasonality, to the taxable sales data, using least squares regression techniques. The estimated model produced a reasonably good fit to the data, and is consistent with the notion that sales data (i) grow over time, due to inflation as well as economic and population growth, and (ii) exhibit some regular variability according to seasons of the year.

According to the model, whose parameter estimates and other descriptive statistics are shown in Table 4.1, trend growth in county restaurant sales produces about \$340,000 more in taxable sales each month, or about \$4 million annually. But trend growth is masked by considerable seasonal variation, with swings of \$20 to \$30 million in sales between adjacent months being regularly observed.

Figure 4.2

Marion County Taxable Food and Beverage Sales
(Millions of Dollars)



An estimate of the impact of the ordinance is obtained by including two additional variables in the model – an intercept shift, or dummy variable which equals zero pre-ordinance and equals one thereafter, and a similarly constructed variable which allows the time trend parameter to shift pre- and post-ordinance.

The parameter estimates of these new variables, also shown in Table 4.1, are individually statistically insignificant. Based on individual tests, there is no difference in either the intercept or the time trend in the post-ordinance period.

We also performed a joint test of statistical significance for the ordinance variable coefficients, using an F-test. The computed F-value was 1.07, which was statistically insignificant at all conventional values of significance. Thus the conclusion of the data is that there is no shift in model parameters pre- and post-ordinance. In ordinary language, the ordinance had no measurable impact on restaurant sales.

Restaurant Employment

Another measurable aspect of restaurant business activity is payroll employment. The U.S. Bureau of Labor Statistics monthly time series on employees on payrolls of Marion County business establishments in the restau-

Table 4.1
 Regression Results for Restaurant Employment
 Dependent Variable: Food and Beverage Sales, Marion County, in Millions of Dollars

Independent Variable	Coefficient Estimate	Standard Error	T-statistic
Constant	99.57134	3.37876	29.47
Time Trend	0.34074	0.04546	7.50
Jan seasonal	2.20322	5.29234	0.42
Feb seasonal	-1.34822	5.31191	-0.25
Mar seasonal	-1.45166	5.5253	-0.26
Apr seasonal	-22.31702	5.50472	4.05
May seasonal	12.10936	5.48854	2.21
Jun seasonal	7.80359	5.47682	1.42
Jul seasonal	4.18807	5.25793	0.80
Aug seasonal	5.44101	5.2537	1.04
Sep seasonal	-10.20038	5.25346	-1.94
Oct seasonal	20.05805	5.25346	3.82
Nov seasonal	-15.21126	5.26497	-2.89
Ordinance dummy	-9.08212	223.4825	-0.04
Ordinance*Time Trend	0.13877	1.66116	0.08

Fit Period = July 1995-February 2007
 R-squared = 0.5255
 F-statistic = 9.89 (significant at < 0.0001 level)

rant industry (NAICS codes 7221 and 7222) was used as a second means to independently assess the impact of the ordinance. Since the data are produced by BLS with a 6-8 month lag, these data only extend until September 2006.

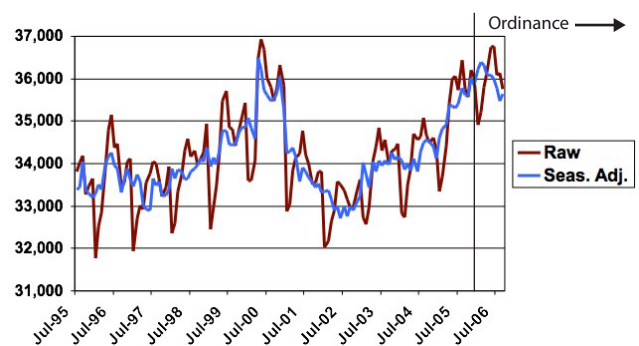
Not only does employment serve as a good proxy for business volume, but it is of interest in its own right, since impacts on jobs are frequently cited in public debates over air quality regulations.

The behavior of restaurant employment, in contrast to restaurant sales, has exhibited a much weaker, less consistent, trend growth in Marion County since 1995, as can be seen in Figure 4.3. Indeed, the impact of the recession of 2001, which began in the Midwest almost a full year earlier than the rest of the country, produced an approximately 8 percent decline in payrolls in Marion County

restaurants. It is not until the most recent months that employment levels have recovered to their 2000 levels.

A regular seasonal pattern is also visible in the employment series, peaking in December, with a secondary peak

Figure 4.3
 Marion County Restaurant Payroll Employment
 January 1995-September 2006



in the summer, of each calendar year. When this seasonal variation is removed, the series is much less irregular than the sales data, as can be seen from the blue seasonally adjusted line in the Figure. Again, we must caution against drawing conclusions in the post-ordinance period based on the visual appearance of the graph, since it does not control for other causal factors.

The characteristics of the employment time series dictated a slightly different approach to statistical model construction. Instead of a time trend, aggregate employment in the 10-county metropolitan area was used as an explanatory variable instead. It can be expected that restaurant business will expand and contract with the aggregate regional economy. Since it may take time for restaurant employment to adjust, the lagged value of res-

taurant employment was used in the model to allow the adjustment to be spread out over multiple months. Finally, the equation was estimated in log-log form to portray a proportionate, rather than an absolute, adjustment.

The estimated model fits the data fairly well, as shown in Table 4.2. The coefficient on the MSA employment variable is positive and marginally significant. The estimated equation implies that a one percent increase in MSA employment eventually produces a 0.5 percent increase in restaurant employment, with most of the change occurring in the first six months.

Key to this study is how, if at all, the model parameters change in March 2006 and beyond. As was the case before, we used a binary variable to allow both the intercept

Table 4.2
Regression Results for Restaurant Employment
Dependent Variable: Log of Employment in Full and Limited Service Restaurants

Independent Variable	Coefficient Estimate	Standard Error	T-statistic
Constant	0.45053	0.43059	1.05
Lagged Restaurant Employment	0.87665	0.04758	18.43
Indianapolis MSA Employment	0.0616	0.03148	1.96
Jan seasonal	-0.04994	0.00335	-14.93
Feb seasonal	0.00364	0.00353	1.03
Mar seasonal	0.01256	0.00357	3.52
Apr seasonal	0.01839	0.00327	5.63
May seasonal	0.01702	0.00317	5.37
Jun seasonal	0.00585	0.00324	1.81
Jul seasonal	-0.00928	0.00334	-2.78
Aug seasonal	0.00372	0.00305	1.22
Sep seasonal	-0.01109	0.00308	3.60
Oct seasonal	-0.00178	0.00313	-0.57
Nov seasonal	0.00763	0.00314	2.43
Ordinance dummy	-0.35531	6.86932	-0.05
Ordinance*Indianapolis MSA employment	0.026	0.50304	0.05

Fit Period = July 1995-September 2006
R-squared = 0.9099
F-statistic = 79.47 (significant at < 0.0001 level)

and the coefficient on MSA employment to change post-ordinance. Again, the conclusion of the data is that there is no change in the coefficients – e.g., the ordinance implementation has no measurable impact on employment.

The individual statistical tests on the ordinance coefficients, as shown in Table 4.2, are consistent with the hypothesis of no ordinance impact. And the joint test of both the intercept and the MSA employment shift coefficients produces an F-statistic of less than 0.01, which is likewise statistically insignificant. We conclude that the data do not show any measurable impact of the ordinance on Marion County restaurant employment.

4. Conclusion

This study has conducted a thorough examination of Marion County restaurant business activity in the wake of the recently enacted smoke-free air ordinance, which bans the smoking of tobacco in eating and drinking establishments that are open to those of all ages. Using a statistically-based approach, we are unable to detect any impact of the ordinance on county-wide (a) taxable sales at eating and drinking places, or (b) restaurant employment. The data overwhelmingly reject the notion that the clean air ordinance has impacted restaurant business.

This result is consistent with the finding of every other statistically-based study that was reviewed as part of this report. It suggests that the fears of restaurant owners that not allowing customers to smoke will result in a loss of business are not founded, at least in the aggregate. The results of this study, as well as other studies conducted in other jurisdictions that have passed clean air legislation, suggest that either (i) smoking customers adjust to the ordinances with no change in restaurant patronage, or (ii) reductions in demand by smoking customers are offset by increased patronage by nonsmoking customers, or some combination of the two.

It must be said that the short interval of time that has elapsed since the Marion County ordinance went into effect, and the paucity of data for the post-ordinance environment, results in diminished power of the statistical tests employed in this report. More data would allow us to more accurately estimate any changes in trends governing business activity as a result of the ordinance, and so a follow-up to this study in the next year or two is recommended.

Notes

1. For a summary of the issues motivating smoking bans, please visit http://en.wikipedia.org/wiki/Smoking_ban#Smoking_bans_by_country.
2. For more details, please visit <http://www.in.gov/legislative/ic/code/title6/ar9/ch12.html>.
3. Thanks are due to Mr. Shah Towfighi of the Indiana Department of Revenue for his kind assistance in making these data available to the bureau of Business Research.
4. The tax rate was 1 percent from July 1995 to June 2005 and 2 percent thereafter.
5. The relevant NAIS industry codes, with textual descriptions, are given in Table A2 in the Appendix.
6. Data are available to download at ftp://ftp.bls.gov/pub/special_requests/cew/.

References

1. Glantz, Stanton A. and Lisa R. A. Smith. The Effect of Ordinances Requiring Smoke-Free Restaurant Sales. *American Journal of Public Health* 84(July 1994): 1081-1085.
2. Glantz, Stanton A. and Lisa R. A. Smith. The Effect of Ordinances Requiring Smoke-Free Restaurants and Bars: A Follow-Up. *American Journal of Public Health* 87(October 1997): 1687-1693.
3. Hyland, Andrew and K. Michael Cummings. Restaurant Employment before and after the New York City Smoke-Free Air Act. *Journal of Public Health Management Practice* 5(January 1999): 22-27.
4. Pyles, Mark K. et al. Economic effect of a smoke-free law in a tobacco-growing community. *Tobacco Control* 16(2007): 66-68.

Appendix

Table A1
Provisions of the Indianapolis Smoke-Free Air Ordinance

Smoke Free Places	Places Where Smoking Is Allowed
All enclosed areas within places of employment.	Any bar or tavern that: <ul style="list-style-type: none"> • Does not allow customers under 18 years of age to enter. • Does not employ any person under 18 years of age. • Is not physically located within a business otherwise required to be smoke free.
Elevators, health care facilities, laundromats, and licensed child care and adult day care facilities.	Private residences, except when used as a licensed child care, adult day cares, or health care facility.
Restrooms, lobbies, reception areas, hallways, and other common-use areas.	Family-owned and operated businesses and offices in which all employees are related to the owner, but only if the businesses or offices are not open to the public.
Polling places, shopping malls, and sports arenas.	Retail tobacco stores, tobacco bars, and bowling alleys.
Lobbies, hallways, and enclosed areas in common areas in apartment buildings, condominiums, trailer parks, retirement facilities, nursing homes, and other multiple-unit residential areas.	Any vehicle used by an employee while in the service of an employer when the vehicle is occupied only by the employee.
Public transportation facilities, including but not limited to, buses and taxicabs and ticket, boarding and waiting areas of public transit depots.	Any “club” or “fraternal club” that: <ul style="list-style-type: none"> • Is exempt from federal income taxation. • Holds a beer, liquor, or wine retailers permit under the state’s law. • Provides food or alcoholic beverages only to its bona fide members and their guests.
All vehicles and enclosed areas of buildings owned, leased, or operated by the city or county.	

These restrictions do not apply to the communities of Speedway, Lawrence, Southport, or Beech Grove.

Source: Indianapolis Smoking Ordinance Referral Form, Marion County Health Department, <http://www.hhcorp.org/smokingreferral/>

Table A2
2002 NAICS Industry Codes Relevant to the Study

Code	Description
7222	Food Services and Drinking Places
7221	Full-Service Restaurants
72211	Full-Service Restaurants
722110	Full-Service Restaurants
7222	Limited-Service Eating Places
72221	Limited-Service Eating Places
722211	Limited-Service Restaurants
722212	Cafeterias
722213	Snack and Nonalcoholic Beverage Bars
7223	Special Food Services
72231	Food Service Contractors
722310	Food Service Contractors
72232	Caterers
722320	Caterers
72233	Mobile Food Services
72230	Mobile Food Services
7224	Drinking Places (Alcoholic Beverages)
72241	Drinking Places (Alcoholic Beverages)
722410	Drinking Places (Alcoholic Beverages)

Source: Bureau of the Census, <http://www.census.gov/epcd/naics02/naicod02.txt>