

New Mexico

1997

Issued April 2000

EC97R72A-NM(RV)

1997 Economic Census

Accommodation and Foodservices

Geographic Area Series



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

Helping You Make Informed Decisions

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



ACKNOWLEDGMENTS

Many persons participated in the various activities of the 1997 Economic Census for the Accommodation and Foodservices sector.

Service Sector Statistics Division prepared this report. **Bobby E. Russell**, Assistant Chief for Census Programs, was responsible for the overall planning, management, and coordination. Planning and implementation were under the direction of **Fay Dorsett**, Chief, Retail Census Branch, assisted by **Thomas G. Dassel**, **Peter H. Lee**, **Maria P. Ray**, and **M. Yvonne Wade**. Primary staff assistance was provided by **Sean M. Anthony**, **Nicole C. Carrigan**, **Kasey L. Dickenson**, **Darrell S. Dow**, **Charlene B. Harris**, **Ronald J. MacKenzie**, **Veronica R. Morgan**, **Deborah S. Newton**, **J. Robert Nusz**, **Barbara T. Parlett**, **Jeremy R. Stash**, **Pamela L. Stumler**, **Anna M. Stump**, **Paula M. Thompson**, and **Keeley H. Voor**.

Mathematical and statistical techniques as well as the coverage operations were provided by **Carl A. Konschnik**, Assistant Chief for Research and Methodology, assisted by **Carol S. King**, Chief, Statistical Methods Branch, and **Jock R. Black**, Chief, Program Research and Development Branch, with staff assistance from **Maria C. Cruz** and **David L. Kinyon**.

The Economic Planning and Coordination Division provided overall planning and review of many operations and the computer processing procedures. **Shirin A. Ahmed**, Assistant Chief for Post-Collection Processing, was responsible for edit procedures and designing the interactive analytical software. Design and specifications were prepared under the supervision of **Dennis L. Shoemaker**, Chief, Census Processing Branch, assisted by **John D. Ward**. Primary staff assistance was provided by **Sonya P. Curcio**, **Richard W. Graham**, and **Cheryl E. Merkle**. The Economic Product Team, with primary contributions from **Andrew W. Hait** and **Jennifer E. Lins**, was responsible for the

development of the system to disseminate 1997 Economic Census reports.

The staff of the National Processing Center, **Judith N. Petty**, Chief, performed mailout preparation and receipt operations, clerical and analytical review activities, and data entry.

The Geography Division staff developed geographic coding procedures and associated computer programs.

The Economic Statistical Methods and Programming Division, **Charles P. Pautler Jr.**, Chief, developed and coordinated the computer processing systems. **Martin S. Harahush**, Assistant Chief for Quinquennial Programs, was responsible for design and implementation of the computer systems. **Robert S. Jewett** and **Barbara L. Lambert** provided special computer programming. **William C. Wester**, Chief, Services Branch, assisted by **Robert A. Hill**, **Dennis P. Kelly**, and **Jeffrey S. Rosen**, supervised the preparation of the computer programs. Additional programming assistance was provided by **Donell D. Barnes**, **Daniel C. Collier**, **Gilbert J. Flodine**, **David Hiller**, **Leatrice D. Hines**, **William D. McClain**, **Jay L. Norris**, **Sarah J. Presley**, and **Michael A. Sendelbach**.

Computer Services Division, **Debra D. Williams**, Chief, performed the computer processing.

The staff of the Administrative and Customer Services Division, **Walter C. Odom**, Chief, performed publication planning, design, composition, editorial review, and printing planning and procurement for publications, Internet products, and report forms. **Bernadette J. Gayle** provided publication coordination and editing.

Special acknowledgment is also due the many businesses whose cooperation has contributed to the publication of these data.

New Mexico

1997

Issued April 2000

EC97R72A-NM(RV)

1997 Economic Census
Accommodation and Foodservices
Geographic Area Series



U.S. Department of Commerce
William M. Daley,
Secretary
Robert L. Mallett,
Deputy Secretary

**Economics
and Statistics
Administration**
Robert J. Shapiro,
Under Secretary for
Economic Affairs

U.S. CENSUS BUREAU
Kenneth Prewitt,
Director



**Economics
and Statistics
Administration**

Robert J. Shapiro,
Under Secretary
for Economic Affairs



U.S. CENSUS BUREAU

Kenneth Prewitt,
Director

William G. Barron,
Deputy Director

Paula J. Schneider,
Principal Associate Director
for Programs

Frederick T. Knickerbocker,
Associate Director
for Economic Programs

Thomas L. Mesenbourg,
Assistant Director
for Economic Programs

Carole A. Ambler,
Chief, Service Sector
Statistics Division

CONTENTS

Introduction to the Economic Census	1
Accommodation and Foodservices	5

TABLES

1. Summary Statistics for the State: 1997	7
2. Summary Statistics for Metropolitan Areas: 1997	8
3. Summary Statistics for Counties: 1997	10
4. Summary Statistics for Places: 1997	16

APPENDIXES

A. Explanation of Terms	A-1
B. NAICS Codes, Titles, and Descriptions	B-1
C. Coverage and Methodology	C-1
D. Geographic Notes	D-1
E. Metropolitan Areas	E-1

Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

- Policymaking agencies of the Federal Government use the data to monitor economic activity and 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.

ALL-NEW INDUSTRY CLASSIFICATIONS

Data from the 1997 Economic Census are published primarily on the basis of the North American Industry Classification System (NAICS), unlike earlier censuses, which were published according to the Standard Industrial Classification (SIC) system. NAICS is in the process of being adopted in the United States, Canada, and Mexico. Most economic census reports cover one of 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 Foodservices
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), covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

RELATIONSHIP TO SIC

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 industry definitions discuss the relationships between NAICS and SIC industries. Where changes are significant, it will not be possible to construct time series that include data for points both before and after 1997.

For 1997, data for auxiliary establishments (those functioning primarily to manage, service, or support the activities of their company's operating establishments, such as a central administrative office or warehouse) will not be included in the sector-specific reports. These data will be published separately.

GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for the states, metropolitan areas (MAs), counties, parishes, and corporate municipalities including cities, towns, 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 Internal Revenue Service tax forms is used as a basis for coding.

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.

DOLLAR VALUES

All dollar values presented are expressed in current dollars; i.e., 1997 data are expressed in 1997 dollars, and 1992 data, in 1992 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.

AVAILABILITY OF ADDITIONAL DATA

Reports in Print and Electronic Media

All results of the 1997 Economic Census are available on the Census Bureau Internet site (www.census.gov) and on compact discs (CD-ROM) for sale by the Census Bureau. Unlike previous censuses, only selected highlights are published in printed reports. For more information, including a description of electronic and printed reports being issued, see the Internet site, or write to U.S. Census Bureau, Washington, DC 20233-8300, or call Customer Services at 301-457-4100.

Special Tabulations

Special tabulations of data collected in the 1997 Economic Census may be obtained, depending on availability of time and personnel, in electronic or tabular form. The data will be summaries subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) that govern the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief of the division named below, U.S. Census Bureau, Washington, DC 20233-8300. To discuss a special tabulation before submitting specifications, call the appropriate division:

Manufacturing and Construction Division 301-457-4673
Service Sector Statistics Division 301-457-2668

HISTORICAL INFORMATION

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

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for the 1840 Decennial Census and subsequent censuses to include mining and some commercial activities. The 1905 Manufactures Census was the first time a census was taken apart from the regular decennial population census. Censuses covering retail and wholesale trade and construction industries were added in 1930, as were some covering service trades in 1933. Censuses of construction, manufacturing, and the other business service 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, 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 questionnaires.

The range of industries covered in the economic censuses expanded between 1967 and 1992. 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.

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. All of the census reports printed since 1967 are still available for sale on microfiche from the Census Bureau. CD-ROMs issued from the 1987 and 1992 Economic Censuses contain databases including 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 each of the economic censuses and related surveys is published in the *Guide to the 1997 Economic Census and Related Statistics* at www.census.gov/econguide. More information on the methodology, procedures, and history of the censuses will be published in the *History of the 1997 Economic Census* at www.census.gov/econ/www/history.html.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with the 1997 Economic Census data:

A	Standard error of 100 percent or more.
D	Withheld to avoid disclosing data of individual companies; data are included in higher level totals.
F	Exceeds 100 percent because data include establishments with payroll exceeding revenue.
N	Not available or not comparable.
Q	Revenue not collected at this level of detail for multiestablishment firms.
S	Withheld because estimates did not meet publication standards.

V	Represents less than 50 vehicles or .05 percent.
X	Not applicable.
Y	Disclosure withheld because of insufficient coverage of merchandise lines.
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.
p	10 to 19 percent estimated.
q	20 to 29 percent estimated.
r	Revised.
s	Sampling error exceeds 40 percent.
nec	Not elsewhere classified.
nsk	Not specified by kind.
–	Represents zero (page image/print only).
(CC)	Consolidated city.
(IC)	Independent city.

This page is intentionally blank.

Accommodation and Foodservices

SCOPE

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

Excluded from this sector are governmental organizations classified in the covered industries and recreation or entertainment facilities providing food and beverage services. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as warehouses) to accommodation and foodservices establishments within the same organization.

GENERAL

A list of publications that provide statistics on sector 72 follows.

Geographic area reports. There is a separate report for each state, the District of Columbia, and the United States.

Each state report presents general statistics for establishments with payroll including number of establishments, sales, payroll, and employment by kind of business for the state, metropolitan areas (MAs), 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 establishments with payroll for detailed kind-of-business classifications.

Merchandise line sales report. This report presents data on major categories of merchandise sold for establishments with payroll by kind of business. Data are presented for the United States, states, and MAs.

Establishment and firm size (including legal form of organization) report. 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; and by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms.

Miscellaneous subjects report. This report presents data for establishments with payroll for a variety of industry-specific questions. Presentation of data varies by kind of business.

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

GEOGRAPHIC AREAS COVERED

The level of geographic detail varies by report. Data may be presented for:

1. The United States as a whole.
2. States and the District of Columbia.
3. Consolidated metropolitan statistical areas (CMSAs) and primary metropolitan statistical areas (PMSAs) defined by the Office of Management and Budget (OMB) as of June 30, 1997. A CMSA is an area used to facilitate the presentation and analysis of data for large concentrations of metropolitan populations. It includes two or more contiguous PMSAs which have a population of at least 1,000,000 (according to the 1990 Census of Population or subsequent special census) and which meet specific criteria of urban character and of social and economic integration.
4. Metropolitan statistical areas (MSAs) defined by the OMB as of June 30, 1997. An MSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants (according to the 1990 Census of Population or subsequent special census). Each MSA consists of one or more counties meeting standards of metropolitan character. In New England, cities and towns rather than counties are the component geographic units.
5. Areas within the state outside metropolitan areas (MAs).
6. Counties and county equivalents defined as of January 1, 1997. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs and census areas. 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.
7. Consolidated cities defined as of January 1, 1997. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.

-
8. Municipalities of 2,500 inhabitants or more defined as of January 1, 1997. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 1990 Census of Population or subsequent special census. For the economic census, boroughs and census areas in Alaska and boroughs in New York are not included in this category.
 9. Special economic urban areas (SEUAs), which include 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 1990 Census of Population or subsequent special census).

COMPARABILITY OF THE 1992 AND 1997 CENSUSES

The 1997 Economic Census is the first census to present data based on the new North American Industry Classification System (NAICS). Previous census data were presented according to the Standard Industrial Classification (SIC) system developed some 60 years ago. Due to this change, comparability between census years may be limited. Comparative statistics will be included as part of the Core Business Statistics Reports.

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.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts annual surveys on accommodation and annual and monthly surveys on foodservices. 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.

Table 1. Summary Statistics for the State: 1997

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
NEW MEXICO								
72	Accommodation & foodservices	'3 827	'2 146 558	'599 757	'141 323	'67 203	'14.8	'8.7
721	Accommodation	767	578 448	153 684	36 994	14 165	8.4	9.8
7211	Traveler accommodation	670	548 904	145 679	35 661	13 709	8.1	10.1
72111	Hotels (except casino hotels) & motels	596	535 127	142 407	34 878	13 389	8.2	10.3
721110	Hotels (except casino hotels) & motels	596	535 127	142 407	34 878	13 389	8.2	10.3
7211101	Hotels (except casino hotels) with 25 guestrooms or more	170	361 063	102 415	25 974	8 843	4.9	11.3
7211102	Hotels with less than 25 guestrooms	36	5 582	1 002	279	146	9.9	5.5
7211103	Motels	359	138 970	31 901	7 000	3 751	16.8	8.9
7211104	Motor hotels	28	29 060	6 886	1 579	635	7.2	5.0
7211105	Organization hotels	3	452	203	46	14	D	46.9
72119	Other traveler accommodation	74	13 777	3 272	783	320	5.7	1.0
721191	Bed & breakfast inns	63	10 712	2 421	474	225	7.2	.3
721199	All other traveler accommodation	11	3 065	851	309	95	.7	3.5
7212	RV (recreational vehicle) parks & recreational camps	87	28 291	7 666	1 244	416	14.3	5.3
72121	RV (recreational vehicle) parks & recreational camps	87	28 291	7 666	1 244	416	14.3	5.3
721211	RV (recreational vehicle) parks & campgrounds	55	11 158	1 833	324	172	22.1	7.0
721214	Recreational & vacation camps (except campgrounds)	32	17 133	5 833	920	244	9.1	4.3
7213	Rooming & boarding houses	10	1 253	339	89	40	24.4	11.9
72131	Rooming & boarding houses	10	1 253	339	89	40	24.4	11.9
721310	Rooming & boarding houses	10	1 253	339	89	40	24.4	11.9
722	Foodservices & drinking places	'3 060	'1 568 110	'446 073	'104 329	'53 038	'17.1	'8.2
7221	Full-service restaurants	1 323	681 132	219 063	51 770	24 603	19.2	8.8
72211	Full-service restaurants	1 323	681 132	219 063	51 770	24 603	19.2	8.8
722110	Full-service restaurants	1 323	681 132	219 063	51 770	24 603	19.2	8.8
7222	Limited-service eating places	'1 388	'735 415	'190 346	'43 954	'23 500	'16.1	'6.7
72221	Limited-service eating places	'1 388	'735 415	'190 346	'43 954	'23 500	'16.1	'6.7
722211	Limited-service restaurants	1 164	644 752	164 100	37 692	20 607	16.6	7.1
722212	Cafeterias	37	46 717	13 573	3 320	1 291	1.0	1.4
722213	Snack & nonalcoholic beverage bars	'187	'43 946	'12 673	'2 942	'1 602	'23.9	'7.6
7223	Special foodservices	132	71 041	19 792	4 599	2 293	4.7	10.5
72231	Foodservice contractors	97	64 992	18 255	4 362	2 050	.5	11.2
722310	Foodservice contractors	97	64 992	18 255	4 362	2 050	.5	11.2
72232	Caterers	27	4 681	1 322	186	228	55.5	3.4
722320	Caterers	27	4 681	1 322	186	228	55.5	3.4
72233	Mobile foodservices	8	1 368	215	51	15	27.7	2.0
722330	Mobile foodservices	8	1 368	215	51	15	27.7	2.0
7224	Drinking places (alcoholic beverages)	217	80 522	16 872	4 006	2 642	20.4	14.3
72241	Drinking places (alcoholic beverages)	217	80 522	16 872	4 006	2 642	20.4	14.3
722410	Drinking places (alcoholic beverages)	217	80 522	16 872	4 006	2 642	20.4	14.3

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

²Includes sales information which was imputed based on historic company ratios or administrative records, or on industry averages.

Table 2. Summary Statistics for Metropolitan Areas: 1997

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
ALBUQUERQUE, NM MSA								
72	Accommodation & foodservices	'1 375	'953 697	'267 788	'64 720	'29 239	'11.5	'8.9
721	Accommodation	165	221 258	56 808	14 450	5 164	4.6	13.1
7211	Traveler accommodation	146	216 362	55 802	14 244	5 067	4.4	13.3
72111	Hotels (except casino hotels) & motels	138	215 720	55 711	14 229	5 056	4.4	13.3
721110	Hotels (except casino hotels) & motels	138	215 720	55 711	14 229	5 056	4.4	13.3
7211101	Hotels (except casino hotels) with 25 guestrooms or more	50	173 708	46 996	12 230	4 131	1.4	15.5
7211103	Motels	78	33 360	7 152	1 585	759	20.8	3.3
7211104	Motor hotels	7	8 222	1 508	403	158	—	5.5
7212	RV (recreational vehicle) parks & recreational camps	13	4 037	764	139	73	17.7	—
72121	RV (recreational vehicle) parks & recreational camps	13	4 037	764	139	73	17.7	—
721214	Recreational & vacation camps (except campgrounds)	7	1 421	354	63	29	8.9	—
7213	Rooming & boarding houses	6	859	242	67	24	7.1	17.3
72131	Rooming & boarding houses	6	859	242	67	24	7.1	17.3
721310	Rooming & boarding houses	6	859	242	67	24	7.1	17.3
722	Foodservices & drinking places	'1 210	'732 439	'210 980	'50 270	'24 075	'13.6	'7.7
7221	Full-service restaurants	449	297 990	96 671	23 367	10 503	14.1	8.2
72211	Full-service restaurants	449	297 990	96 671	23 367	10 503	14.1	8.2
722110	Full-service restaurants	449	297 990	96 671	23 367	10 503	14.1	8.2
7222	Limited-service eating places	'617	'353 228	'95 016	'22 414	'10 966	'13.9	'7.2
72221	Limited-service eating places	'617	'353 228	'95 016	'22 414	'10 966	'13.9	'7.2
722211	Limited-service restaurants	511	305 614	80 391	18 865	9 363	14.4	7.9
722212	Cafeterias	20	24 421	7 517	1 872	732	1.7	.9
7223	Special foodservices	49	32 601	8 325	1 799	781	6.2	1.5
7224	Drinking places (alcoholic beverages)	95	48 620	10 968	2 690	1 825	12.5	12.3
72241	Drinking places (alcoholic beverages)	95	48 620	10 968	2 690	1 825	12.5	12.3
722410	Drinking places (alcoholic beverages)	95	48 620	10 968	2 690	1 825	12.5	12.3
LAS CRUCES, NM MSA								
72	Accommodation & foodservices	253	121 657	32 591	7 390	4 278	15.2	12.0
721	Accommodation	33	18 571	4 223	1 015	468	7.0	21.7
722	Foodservices & drinking places	220	103 086	28 368	6 375	3 810	16.7	10.3
7222	Limited-service eating places	95	48 577	11 693	2 669	1 494	18.9	6.9
7223	Special foodservices	15	6 915	2 263	473	373	4.1	49.2
SANTA FE, NM MSA								
72	Accommodation & foodservices	403	325 243	95 421	21 745	8 194	8.7	7.5
721	Accommodation	89	133 026	35 788	8 144	2 613	2.1	7.5
7211	Traveler accommodation	81	130 638	35 366	8 101	2 586	2.1	7.3
72111	Hotels (except casino hotels) & motels	61	125 162	34 065	7 835	2 487	1.9	7.6
721110	Hotels (except casino hotels) & motels	61	125 162	34 065	7 835	2 487	1.9	7.6
7211101	Hotels (except casino hotels) with 25 guestrooms or more	29	102 254	28 357	6 611	2 003	1.6	5.7
7211103	Motels	25	17 810	4 507	976	413	2.9	20.9
7212	RV (recreational vehicle) parks & recreational camps	8	2 388	422	43	27	—	21.3
72121	RV (recreational vehicle) parks & recreational camps	8	2 388	422	43	27	—	21.3
722	Foodservices & drinking places	314	192 217	59 633	13 601	5 581	13.3	7.4
7221	Full-service restaurants	160	115 444	39 216	9 028	3 441	13.2	7.2
72211	Full-service restaurants	160	115 444	39 216	9 028	3 441	13.2	7.2
722110	Full-service restaurants	160	115 444	39 216	9 028	3 441	13.2	7.2
7222	Limited-service eating places	125	63 724	16 599	3 564	1 683	15.1	7.6
72221	Limited-service eating places	125	63 724	16 599	3 564	1 683	15.1	7.6
722212	Cafeterias	4	7 085	2 011	497	167	—	—
7223	Special foodservices	22	D	D	D	e	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
AREA OUTSIDE NEW MEXICO METROPOLITAN AREAS								
72	Accommodation & foodservices	'1 796	'745 961	'203 957	'47 468	'25 492	'21.5	'8.2
721	Accommodation	480	205 593	56 865	13 385	5 920	16.8	6.8
7211	Traveler accommodation	417	D	D	D	i	D	D
72111	Hotels (except casino hotels) & motels	372	176 987	48 681	11 877	5 403	17.4	7.5
721110	Hotels (except casino hotels) & motels	372	176 987	48 681	11 877	5 403	17.4	7.5
7211101	Hotels (except casino hotels) with 25 guestrooms or more	82	76 533	24 773	6 593	2 471	16.7	5.7
7211102	Hotels with less than 25 guestrooms	31	D	D	D	c	D	D
7211103	Motels	241	D	D	D	g	D	D
7211104	Motor hotels	16	D	D	D	e	D	D
7212	RV (recreational vehicle) parks & recreational camps	60	D	D	D	e	D	D
72121	RV (recreational vehicle) parks & recreational camps	60	D	D	D	e	D	D
721211	RV (recreational vehicle) parks & campgrounds	37	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	23	D	D	D	c	D	D
722	Foodservices & drinking places	'1 316	'540 368	'147 092	'34 083	'19 572	'23.3	'8.8
7221	Full-service restaurants	623	225 544	69 785	16 351	8 875	29.3	10.9
72211	Full-service restaurants	623	225 544	69 785	16 351	8 875	29.3	10.9
722110	Full-service restaurants	623	225 544	69 785	16 351	8 875	29.3	10.9
7222	Limited-service eating places	'551	'269 886	'67 038	'15 307	'9 357	'18.6	'5.9
72221	Limited-service eating places	'551	'269 886	'67 038	'15 307	'9 357	'18.6	'5.9
722211	Limited-service restaurants	474	247 290	61 112	13 964	8 579	18.9	5.9
722212	Cafeterias	11	D	D	D	e	D	D
7223	Special foodservices	46	D	D	D	f	D	D
7224	Drinking places (alcoholic beverages)	96	D	D	D	f	D	D
72241	Drinking places (alcoholic beverages)	96	D	D	D	f	D	D
722410	Drinking places (alcoholic beverages)	96	D	D	D	f	D	D

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

²Includes sales information which was imputed based on historic company ratios or administrative records, or on industry averages.

Table 3. Summary Statistics for Counties: 1997

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BERNALILLO COUNTY, NM								
72	Accommodation & foodservices	'1 203	'879 397	'248 636	'60 292	'26 792	'10.2	'8.6
721	Accommodation	138	211 167	54 394	13 916	4 904	2.6	13.6
7211	Traveler accommodation	125	207 832	53 746	13 774	4 842	2.5	13.7
72111	Hotels (except casino hotels) & motels	121	207 479	53 673	13 764	4 834	2.5	13.7
721110	Hotels (except casino hotels) & motels	121	207 479	53 673	13 764	4 834	2.5	13.7
7211101	Hotels (except casino hotels) with 25 guestrooms or more	48	D	D	D	h	D	D
7211103	Motels	65	26 058	5 317	1 159	560	12.6	4.2
7211104	Motor hotels	7	8 222	1 508	403	158	—	5.5
7212	RV (recreational vehicle) parks & recreational camps	8	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	8	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	4	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	4	D	D	D	a	D	D
7213	Rooming & boarding houses	5	D	D	D	a	D	D
72131	Rooming & boarding houses	5	D	D	D	a	D	D
721310	Rooming & boarding houses	5	D	D	D	a	D	D
722	Foodservices & drinking places	'1 065	'668 230	'194 242	'46 376	'21 888	'12.6	'7.0
7221	Full-service restaurants	394	277 781	90 590	21 882	9 618	13.6	8.3
72211	Full-service restaurants	394	277 781	90 590	21 882	9 618	13.6	8.3
722110	Full-service restaurants	394	277 781	90 590	21 882	9 618	13.6	8.3
7222	Limited-service eating places	'552	'318 082	'86 403	'20 398	'9 826	'12.7	'5.6
72221	Limited-service eating places	'552	'318 082	'86 403	'20 398	'9 826	'12.7	'5.6
722211	Limited-service restaurants	452	271 958	72 169	16 966	8 274	13.1	6.2
722212	Cafeterias	18	D	D	D	f	D	D
722213	Snack & nonalcoholic beverage bars	'82	D	D	D	f	D	D
7223	Special foodservices	39	27 392	6 816	1 493	679	6.3	1.8
7224	Drinking places (alcoholic beverages)	80	44 975	10 433	2 603	1 765	9.6	12.2
72241	Drinking places (alcoholic beverages)	80	44 975	10 433	2 603	1 765	9.6	12.2
722410	Drinking places (alcoholic beverages)	80	44 975	10 433	2 603	1 765	9.6	12.2
CATRON COUNTY, NM								
72	Accommodation & foodservices	11	1 651	363	51	45	54.5	5.1
721	Accommodation	5	893	148	6	9	78.2	9.5
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Foodservices & drinking places	6	758	215	45	36	26.5	—
CHAVES COUNTY, NM								
72	Accommodation & foodservices	115	54 822	14 732	3 627	1 970	20.9	8.4
721	Accommodation	16	10 745	2 271	497	279	9.4	.4
72111	Hotels (except casino hotels) & motels	15	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	15	D	D	D	e	D	D
7211103	Motels	11	D	D	D	c	D	D
722	Foodservices & drinking places	99	44 077	12 461	3 130	1 691	23.7	10.3
7222	Limited-service eating places	42	21 644	5 403	1 208	783	22.5	3.0
72221	Limited-service eating places	42	21 644	5 403	1 208	783	22.5	3.0
722212	Cafeterias	1	D	D	D	b	D	D
7223	Special foodservices	5	D	D	D	b	D	D
CIBOLA COUNTY, NM								
72	Accommodation & foodservices	46	21 354	5 274	1 199	642	18.2	3.1
721	Accommodation	9	4 770	1 083	293	165	—	—
72111	Hotels (except casino hotels) & motels	9	4 770	1 083	293	165	—	—
721110	Hotels (except casino hotels) & motels	9	4 770	1 083	293	165	—	—
722	Foodservices & drinking places	37	16 584	4 191	906	477	23.4	4.0
7222	Limited-service eating places	16	6 967	1 716	366	205	23.2	.2
COLFAX COUNTY, NM								
72	Accommodation & foodservices	79	34 571	12 686	3 268	1 205	12.7	4.3
721	Accommodation	29	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	24	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	24	D	D	D	f	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	b	D	D
722	Foodservices & drinking places	50	D	D	D	e	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
CURRY COUNTY, NM								
72	Accommodation & foodservices	83	45 924	13 098	3 119	1 631	12.1	9.4
721	Accommodation	10	6 481	1 685	384	149	—	12.6
72111	Hotels (except casino hotels) & motels	10	6 481	1 685	384	149	—	12.6
721110	Hotels (except casino hotels) & motels	10	6 481	1 685	384	149	—	12.6
722	Foodservices & drinking places	73	39 443	11 413	2 735	1 482	14.1	8.9
7222	Limited-service eating places	39	23 107	6 320	1 612	866	15.6	.4
72221	Limited-service eating places	39	23 107	6 320	1 612	866	15.6	.4
722212	Cafeterias	1	D	D	D	b	D	D
DEBACA COUNTY, NM								
72	Accommodation & foodservices	8	1 185	295	73	44	87.7	—
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	6	D	D	D	b	D	D
DONA ANA COUNTY, NM								
72	Accommodation & foodservices	253	121 657	32 591	7 390	4 278	15.2	12.0
721	Accommodation	33	18 571	4 223	1 015	468	7.0	21.7
722	Foodservices & drinking places	220	103 086	28 368	6 375	3 810	16.7	10.3
7222	Limited-service eating places	95	48 577	11 693	2 669	1 494	18.9	6.9
7223	Special foodservices	15	6 915	2 263	473	373	4.1	49.2
EDDY COUNTY, NM								
72	Accommodation & foodservices	103	52 931	14 519	3 307	1 782	14.6	11.1
721	Accommodation	24	15 698	4 697	1 091	538	12.1	.5
72111	Hotels (except casino hotels) & motels	19	15 007	4 601	1 073	526	10.6	.5
721110	Hotels (except casino hotels) & motels	19	15 007	4 601	1 073	526	10.6	.5
7211104	Motor hotels	3	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	4	D	D	D	a	D	D
722	Foodservices & drinking places	79	37 233	9 822	2 216	1 244	15.6	15.6
7222	Limited-service eating places	43	22 100	5 650	1 273	768	10.9	14.4
72221	Limited-service eating places	43	22 100	5 650	1 273	768	10.9	14.4
722212	Cafeterias	4	D	D	D	b	D	D
7223	Special foodservices	2	D	D	D	b	D	D
GRANT COUNTY, NM								
72	Accommodation & foodservices	72	25 144	6 246	1 374	823	19.3	7.2
721	Accommodation	15	5 511	1 470	328	159	15.1	2.5
72111	Hotels (except casino hotels) & motels	8	4 238	1 230	271	139	6.6	—
721110	Hotels (except casino hotels) & motels	8	4 238	1 230	271	139	6.6	—
7212	RV (recreational vehicle) parks & recreational camps	5	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	5	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	5	D	D	D	a	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	57	19 633	4 776	1 046	664	20.5	8.6
7222	Limited-service eating places	21	9 892	2 283	474	313	11.5	1.1
GUADALUPE COUNTY, NM								
72	Accommodation & foodservices	33	10 051	2 411	535	317	32.6	.2
721	Accommodation	19	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	18	5 555	1 073	236	120	38.9	—
721110	Hotels (except casino hotels) & motels	18	5 555	1 073	236	120	38.9	—
7211103	Motels	16	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	14	D	D	D	c	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
HARDING COUNTY, NM								
72	Accommodation & foodservices	3	132	22	7	10	D	—
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	2	D	D	D	a	D	D
HIDALGO COUNTY, NM								
72	Accommodation & foodservices	24	7 913	2 617	659	301	13.7	5.1
721	Accommodation	10	2 207	741	182	84	18.5	—
722	Foodservices & drinking places	14	5 706	1 876	477	217	11.9	7.1
LEA COUNTY, NM								
72	Accommodation & foodservices	109	42 047	11 298	2 564	1 510	26.7	8.1
721	Accommodation	10	4 462	1 045	201	124	18.5	22.2
72111	Hotels (except casino hotels) & motels	10	4 462	1 045	201	124	18.5	22.2
721110	Hotels (except casino hotels) & motels	10	4 462	1 045	201	124	18.5	22.2
722	Foodservices & drinking places	99	37 585	10 253	2 363	1 386	27.6	6.4
7222	Limited-service eating places	39	20 947	5 317	1 199	700	21.9	6.8
72221	Limited-service eating places	39	20 947	5 317	1 199	700	21.9	6.8
722212	Cafeterias	1	D	D	D	b	D	D
LINCOLN COUNTY, NM								
72	Accommodation & foodservices	99	30 063	7 606	1 645	866	32.8	8.6
721	Accommodation	34	7 630	1 459	305	151	34.1	5.0
72111	Hotels (except casino hotels) & motels	25	6 544	1 284	274	136	36.2	5.7
721110	Hotels (except casino hotels) & motels	25	6 544	1 284	274	136	36.2	5.7
7211102	Hotels with less than 25 guestrooms	7	1 288	160	32	20	22.0	—
7212	RV (recreational vehicle) parks & recreational camps	4	434	46	5	3	53.0	1.6
72121	RV (recreational vehicle) parks & recreational camps	4	434	46	5	3	53.0	1.6
722	Foodservices & drinking places	65	22 433	6 147	1 340	715	32.4	9.9
7222	Limited-service eating places	20	6 721	1 528	406	215	24.8	5.1
7223	Special foodservices	3	1 354	351	54	41	—	—
LOS ALAMOS COUNTY, NM								
72	Accommodation & foodservices	42	20 452	6 273	1 321	696	14.1	12.9
721	Accommodation	5	4 657	1 372	362	177	—	2.4
72111	Hotels (except casino hotels) & motels	3	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	3	D	D	D	c	D	D
722	Foodservices & drinking places	37	15 795	4 901	959	519	18.2	16.1
7223	Special foodservices	1	D	D	D	b	D	D
LUNA COUNTY, NM								
72	Accommodation & foodservices	51	16 014	4 419	1 034	595	17.8	6.3
721	Accommodation	17	4 190	1 142	272	137	27.5	15.5
7212	RV (recreational vehicle) parks & recreational camps	4	431	124	15	9	—	1.2
72121	RV (recreational vehicle) parks & recreational camps	4	431	124	15	9	—	1.2
722	Foodservices & drinking places	34	11 824	3 277	762	458	14.3	3.0
7222	Limited-service eating places	15	D	D	D	c	D	D
MCKINLEY COUNTY, NM								
72	Accommodation & foodservices	133	69 291	17 533	4 080	2 061	23.3	8.0
721	Accommodation	38	19 295	4 292	973	530	22.5	13.8
7211	Traveler accommodation	35	18 374	4 137	951	512	22.3	14.5
72111	Hotels (except casino hotels) & motels	35	18 374	4 137	951	512	22.3	14.5
721110	Hotels (except casino hotels) & motels	35	18 374	4 137	951	512	22.3	14.5
7211103	Motels	24	D	D	D	e	D	D
7212	RV (recreational vehicle) parks & recreational camps	3	921	155	22	18	D	—
72121	RV (recreational vehicle) parks & recreational camps	3	921	155	22	18	D	—
721211	RV (recreational vehicle) parks & campgrounds	3	921	155	22	18	D	—
722	Foodservices & drinking places	95	49 996	13 241	3 107	1 531	23.7	5.8
7222	Limited-service eating places	51	27 025	6 556	1 519	836	15.7	1.4
72221	Limited-service eating places	51	27 025	6 556	1 519	836	15.7	1.4
722212	Cafeterias	2	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
MORA COUNTY, NM								
72	Accommodation & foodservices	4	228	73	15	12	64.0	36.0
722	Foodservices & drinking places	4	228	73	15	12	64.0	36.0
OTERO COUNTY, NM								
72	Accommodation & foodservices	99	36 956	9 931	2 161	1 324	23.2	3.7
721	Accommodation	22	9 813	2 916	627	283	16.2	3.5
72111	Hotels (except casino hotels) & motels	13	8 917	2 786	601	268	17.0	.8
721110	Hotels (except casino hotels) & motels	13	8 917	2 786	601	268	17.0	.8
7212	RV (recreational vehicle) parks & recreational camps	7	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	7	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	4	530	85	18	8	9.4	41.1
722	Foodservices & drinking places	77	27 143	7 015	1 534	1 041	25.7	3.8
7222	Limited-service eating places	35	15 334	3 700	724	513	21.6	2.1
QUAY COUNTY, NM								
72	Accommodation & foodservices	46	16 173	3 878	883	526	20.4	14.8
721	Accommodation	20	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	19	7 733	1 709	379	213	19.6	18.4
721110	Hotels (except casino hotels) & motels	19	7 733	1 709	379	213	19.6	18.4
7211103	Motels	16	D	D	D	c	D	D
722	Foodservices & drinking places	26	D	D	D	e	D	D
RIO ARRIBA COUNTY, NM								
72	Accommodation & foodservices	89	33 878	9 477	1 877	1 059	28.5	9.0
721	Accommodation	26	9 243	3 224	528	230	13.1	13.3
72111	Hotels (except casino hotels) & motels	16	4 561	1 342	210	144	26.5	25.7
721110	Hotels (except casino hotels) & motels	16	4 561	1 342	210	144	26.5	25.7
7212	RV (recreational vehicle) parks & recreational camps	4	3 800	1 645	287	66	—	1.6
72121	RV (recreational vehicle) parks & recreational camps	4	3 800	1 645	287	66	—	1.6
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	b	D	D
722	Foodservices & drinking places	63	24 635	6 253	1 349	829	34.3	7.4
7222	Limited-service eating places	27	14 568	3 892	861	543	24.3	7.0
ROOSEVELT COUNTY, NM								
72	Accommodation & foodservices	30	12 433	3 312	913	581	22.1	5.3
721	Accommodation	4	848	179	43	34	—	—
722	Foodservices & drinking places	26	11 585	3 133	870	547	23.8	5.7
7222	Limited-service eating places	13	6 551	1 545	390	270	24.5	.1
SANDOVAL COUNTY, NM								
72	Accommodation & foodservices	92	45 981	12 115	2 699	1 501	26.9	18.2
721	Accommodation	16	5 934	1 417	324	139	69.5	—
72111	Hotels (except casino hotels) & motels	7	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	7	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	76	40 047	10 698	2 375	1 362	20.6	20.9
7222	Limited-service eating places	35	23 173	5 727	1 285	726	22.7	31.6
72221	Limited-service eating places	35	23 173	5 727	1 285	726	22.7	31.6
7223	Special foodservices	7	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
SAN JUAN COUNTY, NM								
72	Accommodation & foodservices	173	100 040	27 260	5 931	3 478	12.8	9.7
721	Accommodation	27	18 019	4 597	809	433	11.4	8.9
7211	Traveler accommodation	27	18 019	4 597	809	433	11.4	8.9
72111	Hotels (except casino hotels) & motels	25	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	25	D	D	D	e	D	D
7211102	Hotels with less than 25 guestrooms	1	D	D	D	a	D	D
7211103	Motels	14	D	D	D	c	D	D
722	Foodservices & drinking places	146	82 021	22 663	5 122	3 045	13.1	9.9
7221	Full-service restaurants	56	33 027	10 266	2 445	1 295	11.3	9.0
72211	Full-service restaurants	56	33 027	10 266	2 445	1 295	11.3	9.0
722110	Full-service restaurants	56	33 027	10 266	2 445	1 295	11.3	9.0
7222	Limited-service eating places	73	43 094	10 566	2 214	1 448	13.2	10.2
72221	Limited-service eating places	73	43 094	10 566	2 214	1 448	13.2	10.2
722211	Limited-service restaurants	62	38 707	9 480	1 997	1 299	13.7	10.8
722212	Cafeterias	2	D	D	D	b	D	D
7223	Special foodservices	9	3 460	1 138	312	186	5.5	.2
SAN MIGUEL COUNTY, NM								
72	Accommodation & foodservices	69	23 990	5 781	1 389	796	24.7	11.9
721	Accommodation	22	7 012	1 422	290	157	19.0	13.1
72111	Hotels (except casino hotels) & motels	13	5 766	1 151	253	145	8.0	16.0
721110	Hotels (except casino hotels) & motels	13	5 766	1 151	253	145	8.0	16.0
7212	RV (recreational vehicle) parks & recreational camps	9	1 246	271	37	12	70.1	—
72121	RV (recreational vehicle) parks & recreational camps	9	1 246	271	37	12	70.1	—
721214	Recreational & vacation camps (except campgrounds)	7	D	D	D	a	D	D
722	Foodservices & drinking places	47	16 978	4 359	1 099	639	27.0	11.4
7222	Limited-service eating places	17	8 075	1 915	475	326	24.8	6.1
7223	Special foodservices	4	D	D	D	b	D	D
SANTA FE COUNTY, NM								
72	Accommodation & foodservices	361	304 791	89 148	20 424	7 498	8.4	7.1
721	Accommodation	84	128 369	34 416	7 782	2 436	2.1	7.7
7211	Traveler accommodation	76	125 981	33 994	7 739	2 409	2.2	7.5
72111	Hotels (except casino hotels) & motels	58	D	D	D	g	D	D
721110	Hotels (except casino hotels) & motels	58	D	D	D	g	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	27	D	D	D	g	D	D
7211102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
7211103	Motels	24	D	D	D	e	D	D
7211104	Motor hotels	4	4 479	1 087	228	62	1.7	—
721191	Bed & breakfast inns	18	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	8	2 388	422	43	27	—	21.3
72121	RV (recreational vehicle) parks & recreational camps	8	2 388	422	43	27	—	21.3
721211	RV (recreational vehicle) parks & campgrounds	6	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Foodservices & drinking places	277	176 422	54 732	12 642	5 062	12.9	6.6
7221	Full-service restaurants	143	108 590	36 712	8 584	3 186	12.5	5.7
72211	Full-service restaurants	143	108 590	36 712	8 584	3 186	12.5	5.7
722110	Full-service restaurants	143	108 590	36 712	8 584	3 186	12.5	5.7
7222	Limited-service eating places	108	D	D	D	g	D	D
72221	Limited-service eating places	108	D	D	D	g	D	D
722211	Limited-service restaurants	85	43 082	11 008	2 262	1 124	15.6	8.2
722212	Cafeterias	4	7 085	2 011	497	167	—	—
722213	Snack & nonalcoholic beverage bars	19	D	D	D	c	D	D
7223	Special foodservices	21	D	D	D	e	D	D
SIERRA COUNTY, NM								
72	Accommodation & foodservices	47	12 968	3 174	688	437	44.0	1.4
721	Accommodation	17	4 256	887	176	104	69.3	.3
722	Foodservices & drinking places	30	8 712	2 287	512	333	31.7	1.9
SOCORRO COUNTY, NM								
72	Accommodation & foodservices	51	18 709	5 193	1 195	658	28.3	11.1
721	Accommodation	12	4 112	893	204	121	8.8	—
722	Foodservices & drinking places	39	14 597	4 300	991	537	33.8	14.3
7222	Limited-service eating places	14	6 635	1 889	457	251	18.4	6.5
7223	Special foodservices	2	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
TAOS COUNTY, NM								
72	Accommodation & foodservices	167	63 731	19 081	5 051	2 232	26.7	8.4
721	Accommodation	78	33 283	10 134	2 903	1 048	21.8	6.8
7211	Traveler accommodation	73	32 001	9 771	2 818	1 004	21.6	7.1
721111	Hotels (except casino hotels) & motels	50	26 935	8 522	2 420	857	25.7	8.0
721110	Hotels (except casino hotels) & motels	50	26 935	8 522	2 420	857	25.7	8.0
7211101	Hotels (except casino hotels) with 25 guestrooms or more	21	18 745	5 972	1 696	563	13.8	7.2
7211102	Hotels with less than 25 guestrooms	9	D	D	D	b	D	D
7211103	Motels	18	6 285	2 002	551	225	68.0	8.2
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	b	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	89	30 448	8 947	2 148	1 184	32.0	10.1
7222	Limited-service eating places	27	9 228	2 232	598	295	30.5	11.5
TORRANCE COUNTY, NM								
72	Accommodation & foodservices	32	8 925	2 475	563	361	38.4	18.0
721	Accommodation	8	1 909	368	73	45	3.4	13.9
722	Foodservices & drinking places	24	7 016	2 107	490	316	47.9	19.1
UNION COUNTY, NM								
72	Accommodation & foodservices	20	4 837	1 203	260	226	33.8	5.6
721	Accommodation	5	1 254	252	39	30	8.3	—
722	Foodservices & drinking places	15	3 583	951	221	196	42.8	7.5
VALENCIA COUNTY, NM								
72	Accommodation & foodservices	80	28 319	7 037	1 729	946	27.4	5.2
721	Accommodation	11	4 157	997	210	121	15.6	6.4
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	69	24 162	6 040	1 519	825	29.4	5.0
7222	Limited-service eating places	30	11 973	2 886	731	414	30.3	2.3
7223	Special foodservices	3	D	D	D	b	D	D

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

²Includes sales information which was imputed based on historic company ratios or administrative records, or on industry averages.

Table 4. Summary Statistics for Places: 1997

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
ALAMOGORDO, NM								
72	Accommodation & foodservices	73	29 281	7 696	1 722	1 068	24.6	2.8
721	Accommodation	12	5 594	1 533	360	169	21.5	5.2
72111	Hotels (except casino hotels) & motels	10	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	10	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
722	Foodservices & drinking places	61	23 687	6 163	1 362	899	25.4	2.2
7222	Limited-service eating places	31	14 088	3 420	665	468	21.3	.5
72221	Limited-service eating places	31	14 088	3 420	665	468	21.3	.5
ALBUQUERQUE, NM								
72	Accommodation & foodservices	'1 083	'814 460	'229 258	'55 772	'24 795	'10.2	'8.2
721	Accommodation	128	209 896	54 139	13 873	4 884	2.5	13.6
7211	Traveler accommodation	119	D	D	D	h	D	D
72111	Hotels (except casino hotels) & motels	118	207 297	53 646	13 760	4 832	2.5	13.7
721110	Hotels (except casino hotels) & motels	118	207 297	53 646	13 760	4 832	2.5	13.7
7211101	Hotels (except casino hotels) with 25 guestrooms or more	48	D	D	D	h	D	D
7211103	Hotels	62	25 876	5 290	1 155	558	12.5	4.1
7211104	Motor hotels	7	8 222	1 508	403	158	—	5.5
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	3	1 914	331	66	31	—	—
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
7213	Rooming & boarding houses	5	D	D	D	a	D	D
72131	Rooming & boarding houses	5	D	D	D	a	D	D
721310	Rooming & boarding houses	5	D	D	D	a	D	D
722	Foodservices & drinking places	'955	'604 564	'175 119	'41 899	'19 911	'12.8	'6.4
7221	Full-service restaurants	356	251 293	81 089	19 713	8 727	13.9	7.5
72211	Full-service restaurants	356	251 293	81 089	19 713	8 727	13.9	7.5
722110	Full-service restaurants	356	251 293	81 089	19 713	8 727	13.9	7.5
7222	Limited-service eating places	'494	'286 879	'78 019	'18 359	'8 839	'13.2	'5.0
72221	Limited-service eating places	'494	'286 879	'78 019	'18 359	'8 839	'13.2	'5.0
722211	Limited-service restaurants	405	243 216	64 968	15 264	7 427	13.8	5.5
722212	Cafeterias	17	22 973	6 647	1 602	655	—	—
722213	Snack & nonalcoholic beverage bars	'72	'20 690	'6 404	'1 493	'757	'19.5	'4.7
7223	Special foodservices	32	24 581	5 958	1 328	619	2.8	2.0
7224	Drinking places (alcoholic beverages)	73	41 811	10 053	2 499	1 726	9.1	11.9
72241	Drinking places (alcoholic beverages)	73	41 811	10 053	2 499	1 726	9.1	11.9
722410	Drinking places (alcoholic beverages)	73	41 811	10 053	2 499	1 726	9.1	11.9
ARTESIA, NM								
72	Accommodation & foodservices	34	D	D	D	f	D	D
721	Accommodation	6	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	28	12 115	3 190	823	495	20.5	2.5
7222	Limited-service eating places	16	D	D	D	e	D	D
7223	Special foodservices	2	D	D	D	b	D	D
AZTEC, NM								
72	Accommodation & foodservices	16	D	D	D	c	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	14	4 314	1 236	273	182	17.6	1.8
BAYARD, NM								
72	Accommodation & foodservices	6	1 523	289	70	39	51.2	—
722	Foodservices & drinking places	6	1 523	289	70	39	51.2	—

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BELEN, NM								
72	Accommodation & foodservices	36	10 494	2 603	647	345	28.6	13.6
721	Accommodation	8	2 808	674	140	80	4.7	9.4
7211102	Hotels with less than 25 guestrooms	1	D	D	D	a	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	28	7 686	1 929	507	265	37.3	15.1
7222	Limited-service eating places	12	4 474	1 027	262	141	30.4	4.9
BERNALILLO, NM								
72	Accommodation & foodservices	13	11 333	2 808	606	314	40.8	26.9
721	Accommodation	2	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	1	D	D	D	a	D	D
722	Foodservices & drinking places	11	D	D	D	e	D	D
7222	Limited-service eating places	6	7 870	1 813	392	214	50.3	38.8
BLOOMFIELD, NM								
72	Accommodation & foodservices	12	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	11	4 305	1 469	225	170	56.7	17.4
BOSQUE FARMS, NM								
72	Accommodation & foodservices	4	1 129	324	71	46	67.1	—
722	Foodservices & drinking places	4	1 129	324	71	46	67.1	—
CARLSBAD, NM								
72	Accommodation & foodservices	62	34 319	9 285	2 047	1 059	11.0	15.4
721	Accommodation	16	10 051	2 964	741	350	5.3	.7
72111	Hotels (except casino hotels) & motels	14	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	14	D	D	D	e	D	D
7211104	Motor hotels	2	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps ..	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	2	D	D	D	a	D	D
722	Foodservices & drinking places	46	24 268	6 321	1 306	709	13.4	21.4
7222	Limited-service eating places	23	15 498	3 956	837	480	8.5	17.3
72221	Limited-service eating places	23	15 498	3 956	837	480	8.5	17.3
722212	Cafeterias	1	D	D	D	b	D	D
CLOVIS, NM								
72	Accommodation & foodservices	79	45 652	13 024	3 106	1 605	12.0	9.0
721	Accommodation	10	6 481	1 685	384	149	—	12.6
72111	Hotels (except casino hotels) & motels	10	6 481	1 685	384	149	—	12.6
721110	Hotels (except casino hotels) & motels	10	6 481	1 685	384	149	—	12.6
7211103	Motels	8	D	D	D	b	D	D
722	Foodservices & drinking places	69	39 171	11 339	2 722	1 456	14.0	8.4
7222	Limited-service eating places	38	D	D	D	f	D	D
72221	Limited-service eating places	38	D	D	D	f	D	D
722211	Limited-service restaurants	33	20 920	5 724	1 471	799	17.0	.5
722212	Cafeterias	1	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	4	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	4	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	4	D	D	D	b	D	D
CORRALES, NM *								
72	Accommodation & foodservices	11	3 572	1 136	290	258	16.2	4.6
721	Accommodation	3	131	12	1	1	—	27.5
722	Foodservices & drinking places	8	3 441	1 124	289	257	16.8	3.7

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
CORRALES, NM (BERNALILLO COUNTY PART) *								
72	Accommodation & foodservices	4	498	159	38	21	67.1	32.9
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	3	D	D	D	b	D	D
CORRALES, NM (SANDOVAL COUNTY PART) *								
72	Accommodation & foodservices	7	3 074	977	252	237	7.9	—
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	5	D	D	D	c	D	D
DEMING, NM								
72	Accommodation & foodservices	50	D	D	D	f	D	D
721	Accommodation	17	4 190	1 142	272	137	27.5	15.5
72111	Hotels (except casino hotels) & motels	13	3 759	1 018	257	128	30.7	17.1
721110	Hotels (except casino hotels) & motels	13	3 759	1 018	257	128	30.7	17.1
7211102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
7211103	Motels	11	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	431	124	15	9	—	1.2
72121	RV (recreational vehicle) parks & recreational camps	4	431	124	15	9	—	1.2
721211	RV (recreational vehicle) parks & campgrounds	4	431	124	15	9	—	1.2
722	Foodservices & drinking places	33	D	D	D	e	D	D
7222	Limited-service eating places	15	D	D	D	c	D	D
ESPANOLA, NM *								
72	Accommodation & foodservices	43	19 043	4 937	1 124	687	32.8	8.4
721	Accommodation	6	957	217	39	41	49.4	13.0
722	Foodservices & drinking places	37	18 086	4 720	1 085	646	32.0	8.2
7222	Limited-service eating places	21	13 267	3 426	786	517	24.0	5.7
72221	Limited-service eating places	21	13 267	3 426	786	517	24.0	5.7
ESPANOLA, NM (RIO ARRIBA COUNTY PART) *								
72	Accommodation & foodservices	40	D	D	D	f	D	D
721	Accommodation	5	D	D	D	b	D	D
722	Foodservices & drinking places	35	D	D	D	f	D	D
7222	Limited-service eating places	20	D	D	D	f	D	D
72221	Limited-service eating places	20	D	D	D	f	D	D
ESPANOLA, NM (SANTA FE COUNTY PART) *								
72	Accommodation & foodservices	3	D	D	D	a	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	2	D	D	D	a	D	D
EUNICE, NM								
72	Accommodation & foodservices	5	1 042	262	60	41	37.3	—
722	Foodservices & drinking places	5	1 042	262	60	41	37.3	—

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
FARMINGTON, NM								
72	Accommodation & foodservices	121	79 754	21 690	4 883	2 783	8.8	9.5
721	Accommodation	22	16 253	4 227	743	386	8.4	9.9
7211	Traveler accommodation	22	16 253	4 227	743	386	8.4	9.9
72111	Hotels (except casino hotels) & motels	21	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	21	D	D	D	e	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	9	9 659	2 984	526	248	3.2	6.3
7211102	Hotels with less than 25 guestrooms	1	D	D	D	a	D	D
7211103	Motels	10	D	D	D	c	D	D
7211104	Motor hotels	1	D	D	D	a	D	D
722	Foodservices & drinking places	99	63 501	17 463	4 140	2 397	9.0	9.4
7221	Full-service restaurants	38	25 996	7 995	2 056	1 058	3.2	7.4
72211	Full-service restaurants	38	25 996	7 995	2 056	1 058	3.2	7.4
722110	Full-service restaurants	38	25 996	7 995	2 056	1 058	3.2	7.4
7222	Limited-service eating places	50	33 126	8 101	1 745	1 091	11.4	9.8
72221	Limited-service eating places	50	33 126	8 101	1 745	1 091	11.4	9.8
722211	Limited-service restaurants	39	28 739	7 015	1 528	942	11.7	10.7
722212	Cafeterias	2	D	D	D	b	D	D
7223	Special foodservices	5	D	D	D	c	D	D
GALLUP, NM								
72	Accommodation & foodservices	115	65 696	16 782	3 922	1 974	22.1	7.6
721	Accommodation	35	D	D	D	f	D	D
7211	Traveler accommodation	34	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	34	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	34	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	9	9 823	2 196	522	249	29.0	17.6
7211103	Motels	23	8 339	1 930	426	260	14.9	10.4
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	1	D	D	D	a	D	D
722	Foodservices & drinking places	80	D	D	D	g	D	D
7222	Limited-service eating places	44	D	D	D	f	D	D
72221	Limited-service eating places	44	D	D	D	f	D	D
722211	Limited-service restaurants	33	21 385	5 155	1 204	681	12.6	1.1
722212	Cafeterias	1	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	8	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	8	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	8	D	D	D	b	D	D
GRANTS, NM								
72	Accommodation & foodservices	41	17 799	4 546	1 036	560	21.5	3.8
721	Accommodation	9	4 770	1 083	293	165	—	—
72111	Hotels (except casino hotels) & motels	9	4 770	1 083	293	165	—	—
721110	Hotels (except casino hotels) & motels	9	4 770	1 083	293	165	—	—
7211103	Motels	8	D	D	D	c	D	D
722	Foodservices & drinking places	32	13 029	3 463	743	395	29.4	5.1
7222	Limited-service eating places	14	D	D	D	c	D	D
HOBBS, NM								
72	Accommodation & foodservices	78	33 512	8 947	2 031	1 152	24.9	5.7
721	Accommodation	9	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	9	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	9	D	D	D	c	D	D
722	Foodservices & drinking places	69	D	D	D	g	D	D
7222	Limited-service eating places	29	17 285	4 408	979	548	21.2	5.5
72221	Limited-service eating places	29	17 285	4 408	979	548	21.2	5.5
722212	Cafeterias	1	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
LAS CRUCES, NM								
72	Accommodation & foodservices	208	103 209	27 192	6 096	3 396	14.4	9.4
721	Accommodation	29	18 246	4 180	1 005	454	5.9	22.1
7211	Traveler accommodation	25	D	D	D	e	D	D
721111	Hotels (except casino hotels) & motels	24	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	24	D	D	D	e	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	9	8 568	2 289	540	238	7.0	41.5
7211103	Motels	14	D	D	D	c	D	D
7211104	Motor hotels	1	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	3	D	D	D	a	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	179	84 963	23 012	5 091	2 942	16.2	6.7
7221	Full-service restaurants	69	33 051	10 470	2 356	1 407	13.9	6.9
72211	Full-service restaurants	69	33 051	10 470	2 356	1 407	13.9	6.9
722110	Full-service restaurants	69	33 051	10 470	2 356	1 407	13.9	6.9
7222	Limited-service eating places	86	44 608	10 722	2 458	1 380	18.6	6.2
72221	Limited-service eating places	86	44 608	10 722	2 458	1 380	18.6	6.2
722211	Limited-service restaurants	71	D	D	D	g	D	D
722212	Cafeterias	2	D	D	D	b	D	D
7223	Special foodservices	11	3 043	989	123	37	7.6	—
7224	Drinking places (alcoholic beverages)	13	4 261	831	154	118	15.3	14.6
72241	Drinking places (alcoholic beverages)	13	4 261	831	154	118	15.3	14.6
722410	Drinking places (alcoholic beverages)	13	4 261	831	154	118	15.3	14.6
LAS VEGAS, NM								
72	Accommodation & foodservices	56	21 395	5 103	1 245	721	22.2	12.0
721	Accommodation	15	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	13	5 766	1 151	253	145	8.0	16.0
721110	Hotels (except casino hotels) & motels	13	5 766	1 151	253	145	8.0	16.0
7211102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
7211103	Motels	6	2 711	534	109	68	—	—
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
722	Foodservices & drinking places	41	D	D	D	f	D	D
7222	Limited-service eating places	15	D	D	D	e	D	D
7223	Special foodservices	2	D	D	D	b	D	D
LORDSBURG, NM								
72	Accommodation & foodservices	22	D	D	D	e	D	D
721	Accommodation	10	2 207	741	182	84	18.5	—
722	Foodservices & drinking places	12	D	D	D	c	D	D
LOS LUNAS, NM								
72	Accommodation & foodservices	27	13 639	3 340	821	455	18.1	—
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	25	D	D	D	e	D	D
7222	Limited-service eating places	11	6 258	1 507	391	221	23.1	—
7223	Special foodservices	2	D	D	D	b	D	D
LOS RANCHOS DE ALBUQUERQUE, NM								
72	Accommodation & foodservices	12	6 267	2 077	527	182	15.6	.2
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	11	D	D	D	c	D	D
LOVINGTON, NM								
72	Accommodation & foodservices	14	4 793	1 384	349	221	32.2	10.1
722	Foodservices & drinking places	14	4 793	1 384	349	221	32.2	10.1

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
PORTALES, NM								
72	Accommodation & foodservices	26	11 996	3 169	881	556	22.9	5.4
721	Accommodation	3	D	D	D	b	D	D
722	Foodservices & drinking places	23	D	D	D	f	D	D
7222	Limited-service eating places	13	6 551	1 545	390	270	24.5	.1
7223	Special foodservices	1	D	D	D	b	D	D
RATON, NM								
72	Accommodation & foodservices	45	15 339	3 692	781	463	22.6	3.3
721	Accommodation	13	3 400	702	146	101	2.1	.9
72111	Hotels (except casino hotels) & motels	13	3 400	702	146	101	2.1	.9
721110	Hotels (except casino hotels) & motels	13	3 400	702	146	101	2.1	.9
7211103	Motels	12	D	D	D	b	D	D
722	Foodservices & drinking places	32	11 939	2 990	635	362	28.5	4.0
7222	Limited-service eating places	10	5 740	1 144	249	149	9.3	1.0
RIO RANCHO, NM *								
72	Accommodation & foodservices	48	25 796	6 899	1 552	829	20.1	19.3
721	Accommodation	4	3 649	946	238	94	97.8	—
72111	Hotels (except casino hotels) & motels	3	D	D	D	b	D	D
721110	Hotels (except casino hotels) & motels	3	D	D	D	b	D	D
7211103	Motels	3	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	44	22 147	5 953	1 314	735	7.3	22.5
7222	Limited-service eating places	22	12 643	3 093	701	429	6.5	33.9
72221	Limited-service eating places	22	12 643	3 093	701	429	6.5	33.9
7223	Special foodservices	6	D	D	D	b	D	D
RIO RANCHO, NM (SANDOVAL COUNTY PART) *								
72	Accommodation & foodservices	48	25 796	6 899	1 552	829	20.1	19.3
721	Accommodation	4	3 649	946	238	94	97.8	—
72111	Hotels (except casino hotels) & motels	3	D	D	D	b	D	D
721110	Hotels (except casino hotels) & motels	3	D	D	D	b	D	D
7211103	Motels	3	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	44	22 147	5 953	1 314	735	7.3	22.5
7222	Limited-service eating places	22	12 643	3 093	701	429	6.5	33.9
72221	Limited-service eating places	22	12 643	3 093	701	429	6.5	33.9
7223	Special foodservices	6	D	D	D	b	D	D
ROSWELL, NM								
72	Accommodation & foodservices	106	51 523	13 722	3 415	1 859	21.3	6.8
721	Accommodation	16	10 745	2 271	497	279	9.4	.4
72111	Hotels (except casino hotels) & motels	15	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	15	D	D	D	e	D	D
7211103	Motels	11	D	D	D	c	D	D
722	Foodservices & drinking places	90	40 778	11 451	2 918	1 580	24.4	8.5
7222	Limited-service eating places	42	21 644	5 403	1 208	783	22.5	3.0
72221	Limited-service eating places	42	21 644	5 403	1 208	783	22.5	3.0
722212	Cafeterias	1	D	D	D	b	D	D
7223	Special foodservices	4	D	D	D	b	D	D
RUIDOSO, NM								
72	Accommodation & foodservices	71	25 150	6 414	1 431	712	29.3	7.4
721	Accommodation	23	5 810	1 206	253	128	35.2	6.2
72111	Hotels (except casino hotels) & motels	18	5 158	1 077	227	116	39.6	7.0
721110	Hotels (except casino hotels) & motels	18	5 158	1 077	227	116	39.6	7.0
7211102	Hotels with less than 25 guestrooms	6	D	D	D	b	D	D
7211103	Motels	8	2 683	607	123	69	41.5	.3
722	Foodservices & drinking places	48	19 340	5 208	1 178	584	27.5	7.8
7222	Limited-service eating places	17	6 685	1 517	404	213	24.4	5.1
7223	Special foodservices	2	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
SANTA FE, NM								
72	Accommodation & foodservices	329	288 942	84 493	19 436	7 045	8.2	7.1
721	Accommodation	76	122 439	32 721	7 448	2 272	2.2	7.9
7211	Traveler accommodation	72	120 809	32 481	7 429	2 265	2.3	7.8
72111	Hotels (except casino hotels) & motels	55	116 007	31 332	7 189	2 184	2.0	8.1
721110	Hotels (except casino hotels) & motels	55	116 007	31 332	7 189	2 184	2.0	8.1
7211101	Hotels (except casino hotels) with 25 guestrooms or more	25	93 231	25 643	5 966	1 701	1.8	6.2
7211102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
7211103	Motels	23	D	D	D	e	D	D
7211104	Motor hotels	4	4 479	1 087	228	62	1.7	—
721191	Bed & breakfast inns	17	4 802	1 149	240	81	8.0	—
7212	RV (recreational vehicle) parks & recreational camps	4	1 630	240	19	7	—	13.9
72121	RV (recreational vehicle) parks & recreational camps	4	1 630	240	19	7	—	13.9
721211	RV (recreational vehicle) parks & campgrounds	3	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	253	166 503	51 772	11 988	4 773	12.6	6.6
7221	Full-service restaurants	130	100 345	34 159	8 018	2 940	12.6	5.7
72211	Full-service restaurants	130	100 345	34 159	8 018	2 940	12.6	5.7
722110	Full-service restaurants	130	100 345	34 159	8 018	2 940	12.6	5.7
7222	Limited-service eating places	99	56 374	14 781	3 196	1 449	14.1	7.5
72221	Limited-service eating places	99	56 374	14 781	3 196	1 449	14.1	7.5
722211	Limited-service restaurants	80	42 239	10 793	2 215	1 099	15.1	8.2
722212	Cafeterias	4	7 085	2 011	497	167	—	—
722213	Snack & nonalcoholic beverage bars	15	7 050	1 977	484	183	21.7	11.3
7223	Special foodservices	19	D	D	D	e	D	D
SILVER CITY, NM								
72	Accommodation & foodservices	48	18 751	4 793	1 043	655	16.9	5.1
721	Accommodation	6	2 338	601	132	76	16.1	5.9
7211102	Hotels with less than 25 guestrooms	1	D	D	D	a	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	42	16 413	4 192	911	579	17.1	5.0
7222	Limited-service eating places	18	9 078	2 065	424	290	12.5	—
SOCORRO, NM								
72	Accommodation & foodservices	40	17 129	4 724	1 060	573	23.4	11.1
721	Accommodation	11	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	10	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	10	D	D	D	c	D	D
7211103	Motels	8	D	D	D	b	D	D
722	Foodservices & drinking places	29	D	D	D	e	D	D
7222	Limited-service eating places	13	D	D	D	c	D	D
7223	Special foodservices	2	D	D	D	b	D	D
SUNLAND PARK, NM								
72	Accommodation & foodservices	4	711	176	46	36	22.1	13.9
722	Foodservices & drinking places	4	711	176	46	36	22.1	13.9
TAOS, NM								
72	Accommodation & foodservices	83	39 007	12 261	2 888	1 293	26.9	8.6
721	Accommodation	35	19 733	6 285	1 435	567	23.0	8.7
7211	Traveler accommodation	34	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	19	17 253	5 788	1 331	507	25.5	9.4
721110	Hotels (except casino hotels) & motels	19	17 253	5 788	1 331	507	25.5	9.4
7211101	Hotels (except casino hotels) with 25 guestrooms or more	10	12 780	4 118	913	353	14.0	9.5
7211102	Hotels with less than 25 guestrooms	2	D	D	D	b	D	D
7211103	Motels	6	3 729	1 392	349	124	69.9	5.2
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	48	19 274	5 976	1 453	726	30.8	8.5
7222	Limited-service eating places	22	8 349	2 077	555	265	27.3	10.1

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
TRUTH OR CONSEQUENCES, NM								
72	Accommodation & foodservices	35	10 529	2 592	565	368	43.5	.9
721	Accommodation	13	3 139	660	133	81	70.7	.4
72111	Hotels (except casino hotels) & motels	10	D	D	D	b	D	D
721110	Hotels (except casino hotels) & motels	10	D	D	D	b	D	D
722	Foodservices & drinking places	22	7 390	1 932	432	287	31.9	1.2
TUCUMCARI, NM								
72	Accommodation & foodservices	38	15 219	3 670	836	498	17.0	15.2
721	Accommodation	17	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	16	7 382	1 661	370	207	17.8	19.3
721110	Hotels (except casino hotels) & motels	16	7 382	1 661	370	207	17.8	19.3
7211103	Motels	13	D	D	D	c	D	D
7211104	Motor hotels	1	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	21	D	D	D	e	D	D
7222	Limited-service eating places	9	D	D	D	c	D	D
TULAROSA, NM								
72	Accommodation & foodservices	3	1 178	280	66	39	D	21.6
722	Foodservices & drinking places	3	1 178	280	66	39	D	21.6
BALANCE OF BERNALILLO COUNTY, NM								
72	Accommodation & foodservices	104	58 172	17 142	3 955	1 794	9.3	14.0
721	Accommodation	8	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	96	D	D	D	g	D	D
7221	Full-service restaurants	31	D	D	D	f	D	D
72211	Full-service restaurants	31	D	D	D	f	D	D
722110	Full-service restaurants	31	D	D	D	f	D	D
7222	Limited-service eating places	53	D	D	D	f	D	D
72221	Limited-service eating places	53	D	D	D	f	D	D
722211	Limited-service restaurants	43	D	D	D	f	D	D
7223	Special foodservices	6	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	6	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	6	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	6	D	D	D	b	D	D
BALANCE OF CATRON COUNTY, NM								
72	Accommodation & foodservices	11	1 651	363	51	45	54.5	5.1
721	Accommodation	5	893	148	6	9	78.2	9.5
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Foodservices & drinking places	6	758	215	45	36	26.5	—
BALANCE OF CHAVES COUNTY, NM								
72	Accommodation & foodservices	9	3 299	1 010	212	111	15.1	33.7
722	Foodservices & drinking places	9	3 299	1 010	212	111	15.1	33.7
BALANCE OF CIBOLA COUNTY, NM								
72	Accommodation & foodservices	5	3 555	728	163	82	1.5	—
722	Foodservices & drinking places	5	3 555	728	163	82	1.5	—

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF COLFAX COUNTY, NM								
72	Accommodation & foodservices	34	19 232	8 994	2 487	742	4.8	5.1
721	Accommodation	16	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	11	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	11	D	D	D	f	D	D
7211102	Hotels with less than 25 guestrooms	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	b	D	D
722	Foodservices & drinking places	18	D	D	D	b	D	D
BALANCE OF CURRY COUNTY, NM								
72	Accommodation & foodservices	4	272	74	13	26	21.0	79.0
722	Foodservices & drinking places	4	272	74	13	26	21.0	79.0
BALANCE OF DEBACA COUNTY, NM								
72	Accommodation & foodservices	8	1 185	295	73	44	87.7	—
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	6	D	D	D	b	D	D
BALANCE OF DONA ANA COUNTY, NM								
72	Accommodation & foodservices	41	17 737	5 223	1 248	846	19.9	27.1
721	Accommodation	4	325	43	10	14	69.2	—
7212	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
722	Foodservices & drinking places	37	17 412	5 180	1 238	832	19.0	27.6
7223	Special foodservices	3	D	D	D	e	D	D
BALANCE OF EDDY COUNTY, NM								
72	Accommodation & foodservices	7	D	D	D	c	D	D
721	Accommodation	2	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	1	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	1	D	D	D	c	D	D
7211104	Motor hotels	1	D	D	D	c	D	D
722	Foodservices & drinking places	5	850	311	87	40	19.6	37.6
BALANCE OF GRANT COUNTY, NM								
72	Accommodation & foodservices	18	4 870	1 164	261	129	18.3	17.7
721	Accommodation	9	3 173	869	196	83	14.3	—
7211104	Motor hotels	2	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	4	D	D	D	a	D	D
722	Foodservices & drinking places	9	1 697	295	65	46	25.7	50.8
BALANCE OF GUADALUPE COUNTY, NM								
72	Accommodation & foodservices	33	10 051	2 411	535	317	32.6	.2
721	Accommodation	19	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	18	5 555	1 073	236	120	38.9	—
721110	Hotels (except casino hotels) & motels	18	5 555	1 073	236	120	38.9	—
7211103	Motels	16	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	14	D	D	D	c	D	D
BALANCE OF HARDING COUNTY, NM								
72	Accommodation & foodservices	3	132	22	7	10	D	—
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF HIDALGO COUNTY, NM								
72	Accommodation & foodservices	2	D	D	D	a	D	D
722	Foodservices & drinking places	2	D	D	D	a	D	D
BALANCE OF LEA COUNTY, NM								
72	Accommodation & foodservices	12	2 700	705	124	96	34.7	37.3
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	11	D	D	D	b	D	D
BALANCE OF LINCOLN COUNTY, NM								
72	Accommodation & foodservices	28	4 913	1 192	214	154	51.0	14.7
721	Accommodation	11	1 820	253	52	23	30.7	.9
7212	RV (recreational vehicle) parks & recreational camps	4	434	46	5	3	53.0	1.6
72121	RV (recreational vehicle) parks & recreational camps	4	434	46	5	3	53.0	1.6
721211	RV (recreational vehicle) parks & campgrounds	3	D	D	D	a	D	D
722	Foodservices & drinking places	17	3 093	939	162	131	62.9	22.9
BALANCE OF LOS ALAMOS COUNTY, NM								
72	Accommodation & foodservices	42	20 452	6 273	1 321	696	14.1	12.9
721	Accommodation	5	4 657	1 372	362	177	—	2.4
72111	Hotels (except casino hotels) & motels	3	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	3	D	D	D	c	D	D
722	Foodservices & drinking places	37	15 795	4 901	959	519	18.2	16.1
7223	Special foodservices	1	D	D	D	b	D	D
BALANCE OF LUNA COUNTY, NM								
72	Accommodation & foodservices	1	D	D	D	a	D	D
722	Foodservices & drinking places	1	D	D	D	a	D	D
BALANCE OF MCKINLEY COUNTY, NM								
72	Accommodation & foodservices	18	3 595	751	158	87	47.0	16.1
721	Accommodation	3	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
722	Foodservices & drinking places	15	D	D	D	b	D	D
BALANCE OF MORA COUNTY, NM								
72	Accommodation & foodservices	4	228	73	15	12	64.0	36.0
722	Foodservices & drinking places	4	228	73	15	12	64.0	36.0
BALANCE OF OTERO COUNTY, NM								
72	Accommodation & foodservices	23	6 497	1 955	373	217	17.0	4.7
721	Accommodation	10	4 219	1 383	267	114	9.1	1.2
72111	Hotels (except casino hotels) & motels	3	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	3	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	5	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	5	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	13	2 278	572	106	103	31.7	11.2
BALANCE OF QUAY COUNTY, NM								
72	Accommodation & foodservices	8	954	208	47	28	75.2	8.9
721	Accommodation	3	351	48	9	6	D	—
722	Foodservices & drinking places	5	603	160	38	22	85.9	14.1

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF RIO ARRIBA COUNTY, NM								
72	Accommodation & foodservices	49	D	D	D	e	D	D
721	Accommodation	21	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	12	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	12	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	3 800	1 645	287	66	—	1.6
72121	RV (recreational vehicle) parks & recreational camps	4	3 800	1 645	287	66	—	1.6
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	b	D	D
722	Foodservices & drinking places	28	D	D	D	c	D	D
BALANCE OF ROOSEVELT COUNTY, NM								
72	Accommodation & foodservices	4	437	143	32	25	1.8	2.1
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	3	D	D	D	a	D	D
BALANCE OF SANDOVAL COUNTY, NM								
72	Accommodation & foodservices	24	5 778	1 431	289	121	40.6	6.2
721	Accommodation	8	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	16	D	D	D	c	D	D
BALANCE OF SAN JUAN COUNTY, NM								
72	Accommodation & foodservices	24	D	D	D	e	D	D
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	22	9 901	2 495	484	296	18.8	13.5
7222	Limited-service eating places	10	5 809	1 445	276	187	13.2	6.3
7223	Special foodservices	4	D	D	D	b	D	D
BALANCE OF SAN MIGUEL COUNTY, NM								
72	Accommodation & foodservices	13	2 595	678	144	75	44.9	11.4
721	Accommodation	7	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	7	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	7	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	6	1 003	232	36	10	62.9	—
722	Foodservices & drinking places	6	D	D	D	b	D	D
BALANCE OF SANTA FE COUNTY, NM								
72	Accommodation & foodservices	29	D	D	D	e	D	D
721	Accommodation	7	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	2	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	2	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	758	182	24	20	—	37.2
72121	RV (recreational vehicle) parks & recreational camps	4	758	182	24	20	—	37.2
721211	RV (recreational vehicle) parks & campgrounds	3	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	22	D	D	D	e	D	D
BALANCE OF SIERRA COUNTY, NM								
72	Accommodation & foodservices	12	2 439	582	123	69	46.6	3.3
721	Accommodation	4	1 117	227	43	23	65.5	—
722	Foodservices & drinking places	8	1 322	355	80	46	30.6	6.1

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF SOCORRO COUNTY, NM								
72	Accommodation & foodservices	11	1 580	469	135	85	81.1	12.1
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	10	D	D	D	b	D	D
BALANCE OF TAOS COUNTY, NM								
72	Accommodation & foodservices	84	24 724	6 820	2 163	939	26.4	8.0
721	Accommodation	43	13 550	3 849	1 468	481	20.0	4.0
7211	Traveler accommodation	39	D	D	D	e	D	D
72111	Hotels (except casino hotels) & motels	31	9 682	2 734	1 089	350	26.1	5.6
721110	Hotels (except casino hotels) & motels	31	9 682	2 734	1 089	350	26.1	5.6
7211102	Hotels with less than 25 guestrooms	7	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	b	D	D
722	Foodservices & drinking places	41	11 174	2 971	695	458	34.1	12.8
BALANCE OF TORRANCE COUNTY, NM								
72	Accommodation & foodservices	32	8 925	2 475	563	361	38.4	18.0
721	Accommodation	8	1 909	368	73	45	3.4	13.9
722	Foodservices & drinking places	24	7 016	2 107	490	316	47.9	19.1
BALANCE OF UNION COUNTY, NM								
72	Accommodation & foodservices	20	4 837	1 203	260	226	33.8	5.6
721	Accommodation	5	1 254	252	39	30	8.3	—
722	Foodservices & drinking places	15	3 583	951	221	196	42.8	7.5
BALANCE OF VALENCIA COUNTY, NM								
72	Accommodation & foodservices	13	3 057	770	190	100	50.0	1.7
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	12	D	D	D	b	D	D

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

²Includes sales information which was imputed based on historic company ratios or administrative records, or on industry averages.

Appendix A.

Explanation of Terms

ANNUAL PAYROLL (\$1,000)

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. Tips and gratuities received by employees from patrons and reported to employers are included. Excluded are 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 Internal Revenue Service (IRS) on Form 941.

FIRST-QUARTER PAYROLL (\$1,000)

Represents payroll paid to persons employed at any time during the quarter January to March 1997.

NUMBER OF ESTABLISHMENTS

An establishment is a single physical location at which business is conducted and/or services are provided. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Accommodation and foodservices figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Each accommodation and foodservices 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 1997.

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

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

NUMBER OF PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

Paid employees consist of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses, and employees of departments or concessions operated by other companies at the establishment. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

SALES (\$1,000)

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

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

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

SALES, RECEIPTS, OR REVENUE ESTIMATED (PERCENT)

Percent of total sales/receipts/revenue that was imputed based on historic company ratios or administrative records, or on industry averages.

SALES, RECEIPTS, OR REVENUE FROM ADMINISTRATIVE RECORDS (PERCENT)

Percent of total sales/receipts/revenue obtained from administrative records of other Federal agencies.

Appendix B.

NAICS Codes, Titles, and Descriptions

72 ACCOMMODATION AND FOODSERVICES

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

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

721 Accommodation

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

The subsector is organized into three industry groups: (1) traveler accommodation, (2) recreational accommodation, and (3) rooming and boarding houses. The Traveler Accommodation industry group includes establishments that primarily provide traditional types of lodging services. This group includes hotels, motels, and bed and breakfast inns. In addition to lodging, these establishments may provide a range of other services to their guests. The RV (Recreational Vehicle) Parks and Recreational Camps industry group includes establishments that operate lodging facilities primarily designed to accommodate outdoor enthusiasts. Included are travel trailer campsites, recreational vehicle parks, and outdoor adventure retreats. The Rooming and Boarding Houses industry group includes establishments providing temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. Board (i.e., meals) may be provided but is not essential.

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

7211 Traveler Accommodation

This NAICS Industry Group includes establishments classified in the following Industries: 72111, Hotels (except Casino Hotels) and Motels; 72112, Casino Hotels; and 72119, Other Traveler Accommodation.

72111 Hotels (Except Casino Hotels) and Motels

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

721110 Hotels (Except Casino Hotels) and Motels

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

The data published with NAICS code 721110 are comprised of these parts of the following SIC industries:

- 7011 (pt) Motels
- 7011 (pt) Motor hotels
- 7011 (pt) Hotels (except casino hotels) with 25 guestrooms or more
- 7011 (pt) Hotels with less than 25 guestrooms
- 7041 (pt) Organization hotels

7211101 HOTELS (EXCEPT CASINO HOTELS) WITH 25 GUESTROOMS OR MORE

Establishments, known as hotels, with a total of 25 guestrooms or more primarily engaged in providing short-term lodging.

7211102 Hotels With Less Than 25 Guestrooms

Establishments, known as hotels, with less than 25 guestrooms primarily engaged in providing short-term lodging.

7211103 Motels

Establishments, known as motels, primarily engaged in providing short-term lodging.

7211104 Motor Hotels

Establishments, known as motor hotels, motor lodges, or motor inns, primarily engaged in providing short-term lodging.

7211105 Organization Hotels

Hotels operated by membership organizations for the benefit of their constituents and not open to the general public.

72112 Casino Hotels

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

721120 Casino Hotels

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

The data published with NAICS code 721120 are comprised of this part of the following SIC industry:

7011 (pt) Casino hotels

72119 Other Traveler Accommodation

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

721191 Bed-and-Breakfast Inns

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

The data published with NAICS code 721191 are comprised of these parts of the following SIC industries:

7011 (pt) Bed-and-breakfast inns with 25 guestrooms or more

7011 (pt) Bed-and-breakfast inns with less than 25 guestrooms

7211911 Bed-and-Breakfast Inns With 25 Guestrooms or More

Establishments, known as bed-and-breakfast inns, primarily engaged in providing short-term lodging. These establishments provide lodging of 25 guestrooms or more in buildings converted for this purpose.

7211912 Bed-and-Breakfast Inns With Less Than 25 Guestrooms

Establishments, known as bed-and-breakfast inns, primarily engaged in providing short-term lodging. These establishments provide lodging of less than 25 guestrooms in private houses or buildings converted for this purpose.

721199 All Other Traveler Accommodation

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

The data published with NAICS code 721199 are comprised of this part of the following SIC industry:

7011 (pt) All other traveler accommodation

7212 RV (Recreational Vehicle) Parks and Recreational Camps

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 72121, RV (Recreational Vehicle) Parks and Recreational Camps.

72121 RV (Recreational Vehicle) Parks and Recreational Camps

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

721211 RV (Recreational Vehicle) Parks and Campgrounds

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

The data published with NAICS code 721211 are comprised of the following SIC industry:

7033 Recreational vehicle parks and campsites

721214 Recreational and Vacation Camps (Except Campgrounds)

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

The data published with NAICS code 721214 are comprised of the following SIC industry:

7032 Sporting and recreational camps

7213 Rooming and Boarding Houses

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 72131, Rooming and Boarding Houses.

72131 Rooming and Boarding Houses

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

721310 Rooming and Boarding Houses

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

The data published with NAICS code 721310 are comprised of these parts of the following SIC industries:

7021 Rooming and boarding houses

7041 (pt) Organization rooming and boarding houses

7213101 Rooming and Boarding Houses

Establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as dormitories and residential clubs. These establishments are open to the general public and provide temporary or longer-term accommodations which, for the period of occupancy, may serve as a principal residence.

7213102 Organization Rooming and Boarding Houses

Lodging houses operated by membership organizations for the benefit of their constituents and not open to the general public.

722 Food Services and Drinking Places

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

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

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

7221 Full-Service Restaurants

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

72211 Full-Service Restaurants

This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e. waiter/waitress service) and pay after eating. These establishments may provide

this type of food services to patrons in combination with selling alcoholic beverages, providing takeout services, or presenting live nontheatrical entertainment.

722110 Full-Service Restaurants

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

The data published with NAICS code 722110 are comprised of this part of the following SIC industry:

5812 (pt) Full-service restaurants

7222 Limited-Service Eating Places

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

72221 Limited-Service Eating Places

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

722211 Limited-Service Restaurants

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

The data published with NAICS code 722211 are comprised of this part of the following SIC industry:

5812 (pt) Limited-service restaurants

722212 Cafeterias

This U.S. industry comprises establishments, known as cafeterias, primarily engaged in preparing and serving meals for immediate consumption using cafeteria-style

serving equipment, such as steam tables, a refrigerated area, and self-service nonalcoholic beverage dispensing equipment. Patrons select from food and drink items on display in a continuous cafeteria line.

The data published with NAICS code 722212 are comprised of this part of the following SIC industry:

5812 (pt) Cafeterias

722213 Snack and Nonalcoholic Beverage Bars

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

The data published with NAICS code 722213 are comprised of these parts of the following SIC industries:

5461 (pt) Cookie shops

5461 (pt) Donut shops, baking on premises

5461 (pt) Donut shops, no baking on premises

5812 (pt) Ice cream and soft serve shops

5812 (pt) Frozen yogurt shops

5812 (pt) Bagel shops

5812 (pt) Coffee shops

5812 (pt) Other snack and nonalcoholic beverage bars

7222131 Ice Cream and Soft Serve Shops

Establishments primarily engaged in selling ice cream and/or frozen custard for immediate consumption.

7222132 Frozen Yogurt Shops

Establishments primarily engaged in selling frozen yogurt for immediate consumption.

7222133 Donut Shops

Establishments primarily engaged in selling donuts, for consumption on or off the premises.

72221331 Donut Shops, Baking on Premises

Establishments primarily engaged in selling donuts baked on the premises.

72221332 Donut Shops, No Baking on Premises

Establishments primarily engaged in selling donuts not baked on the premises.

7222134 Bagel Shops

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

7222135 Coffee Shops

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

7222136 Cookie Shops

Establishments primarily engaged in selling cookies.

7222137 Other Snack and Nonalcoholic Beverage Bars

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

7223 Special Food Services

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

72231 Food Service Contractors

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

722310 Food Service Contractors

This U.S. industry comprises establishments primarily engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based on contractual arrangements with these type of organizations for a specified period of time. The establishments of this industry provide food services for the convenience of the contracting organization or the contracting organization's customers. The contractual arrangement of

these establishments with contracting organizations may vary from type of facility operated (e.g., cafeteria, restaurant, fast-food eating place), revenue sharing, cost structure, to providing personnel. Management staff is always provided by the food services contractor.

The data published with NAICS code 722310 are comprised of this part of the following SIC industry:

5812 (pt) Foodservice contractors

72232 Caterers

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

722320 Caterers

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

The data published with NAICS code 722320 are comprised of this part of the following SIC industry:

5812 (pt) Caterers

72233 Mobile Food Services

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

722330 Mobile Food Services

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

The data published with NAICS code 722330 are comprised of this part of the following SIC industry:

5963 (pt) Mobile foodservices

7224 Drinking Places (Alcoholic Beverages)

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

72241 Drinking Places (Alcoholic Beverages)

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

722410 Drinking Places (Alcoholic Beverages)

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

The data published with NAICS code 722410 are comprised of the following SIC industry:

5813 Drinking places (alcoholic beverages)

Appendix C.

Coverage and Methodology

MAIL/NONMAIL UNIVERSE

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

Firms in the 1997 Economic Census were divided into the mail universe and nonmail universe. The coverage of and the method of obtaining census information from each are described below:

1. The mail universe consisted of firms for which information was obtained by means of a mail canvass and included:
 - 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 1997 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 precluded reliance solely on administrative records sources.
2. The nonmail universe consisted of firms that were not required to file a regular census return and included:
 - a. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. Although the payroll cutoff varied by kind of business, small employers in the nonmail universe generally included firms with less than 10 employees and represented about 10 percent of total sales of establishments covered in the census. Data on sales, payroll, and employment for small employers in the nonmail universe were derived or estimated from administrative records of other Federal agencies.
 - b. All nonemployers, i.e., all firms with no paid employees during 1997. Sales information for these firms was obtained from administrative records of other Federal agencies. Although consisting of many firms, nonemployers accounted for

less than 10-percent of total sales of all establishments covered in the census. The census included only those nonemployer firms which reported a sales volume of \$1,000 or more during 1997. Establishments with no paid employees were excluded as in previous censuses. Data for nonemployers are not included in this report, but are released as part of the “Core Business Statistics Series.”

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments in this sector were assigned in accordance with the 1997 North American Industry Classification System (NAICS) Manual, United States. NAICS is a common classification system developed by the United States, Canada, and Mexico. This system replaces the 1987 Standard Industrial Classification (SIC) that was used in previous censuses. Appendix A of the 1997 NAICS manual provides information on the comparability between the 1987 SIC and 1997 NAICS. More information on NAICS is available in the NAICS manual and at www.census.gov/naics.

The method of assigning classifications and the level of detail at which establishments were classified differed between the mail and nonmail universe as follows:

1. **The mail universe.** Establishments in the mail universe were classified on the basis of their self-designation, sales of merchandise lines, and other industry-specific inquiries.
2. **The nonmail universe.** Selected small employers were 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 1992 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 1997 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.

Nonemployers were classified on the basis of information obtained from administrative records of other Federal agencies.

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 the Merchandise Line Sales 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 questionnaires 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. 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.

TREATMENT OF NONRESPONSE

Census report forms included two different types of inquiries, "basic" and "industry-specific." Data for the

basic inquiries, which included location, kind of business or operation, sales, payroll, number of employees, and legal form of organization, 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, were available only from the establishments in the mail universe that completed the appropriate inquiries on the questionnaire.

Two methods were used to account for nonresponse to industry-specific inquiries. For some inquiries, missing data were imputed for individual records based on responses from similar establishments. For other inquiries, the total of reported data was expanded to represent 100 percent of the mail and nonmail employer universe. Data presented for industry-specific inquiries based on a December 31 reference date were expanded in direct relationship to total sales of only those establishments in business at the end of the year. Unless otherwise noted in specific reports, data for other 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.

All reports in which data were expanded to account for nonmail employers and nonrespondents 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.

Appendix D. Geographic Notes

NEW MEXICO

Corrales is in Bernalillo and Sandoval Counties.

Espanola is in Rio Arriba and Sante Fe Counties.

Rio Rancho is in Bernalillo and Sandoval Counties;
it annexed into Bernalillo County in January 1994.

Appendix E. Metropolitan Areas

NEW MEXICO

Albuquerque, NM MSA

Bernalillo County, NM

Sandoval County, NM

Valencia County, NM

Las Cruces, NM MSA

Dona Ana County, NM

Santa Fe, NM MSA

Los Alamos County, NM

Santa Fe County, NM

