

New Mexico

1997

Issued July 1999

EC97R44A-NM

1997 Economic Census

Retail Trade

Geographic Area Series



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

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U.S. Department of Commerce
Economics and Statistics Administration
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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

Carole A. Ambler,
Chief, Service Sector
Statistics Division

CONTENTS

Introduction to the Economic Census	1
Retail Trade	5
TABLES	
1. Summary Statistics for the State: 1997	7
2. Summary Statistics for Metropolitan Areas: 1997	10
3. Summary Statistics for Counties: 1997	17
4. Summary Statistics for Places: 1997	40
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.

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Retail Trade

SCOPE

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

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

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

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

Excluded from this sector are governmental organizations classified in the covered industries except for liquor stores operated by state and local governments. Data for direct sellers with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government are not included. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as warehouses) to retail establishments within the same organization.

GENERAL

A list of publications that provide statistics on sector 44-45 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 and monthly surveys on retail trade. These surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county.

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								
44-45	Retail trade	7 421	14 984 454	1 455 458	338 657	86 300	9.8	4.9
441	Motor vehicle & parts dealers	841	3 782 058	305 508	69 584	11 470	18.4	6.5
4411	Automobile dealers	336	3 195 635	222 043	50 720	7 520	20.2	7.0
44111	New car dealers	167	2 960 386	209 261	47 418	6 854	18.9	6.8
441110	New car dealers	167	2 960 386	209 261	47 418	6 854	18.9	6.8
44112	Used car dealers	169	235 249	12 782	3 302	666	37.3	9.0
441120	Used car dealers	169	235 249	12 782	3 302	666	37.3	9.0
4412	Other motor vehicle dealers	88	174 869	16 137	3 485	670	7.3	2.7
44121	Recreational vehicle dealers	35	95 681	8 592	1 904	350	7.6	3.3
441210	Recreational vehicle dealers	35	95 681	8 592	1 904	350	7.6	3.3
44122	Motorcycle, boat, & other motor vehicle dealers	53	79 188	7 545	1 581	320	6.9	2.1
441221	Motorcycle dealers	31	59 738	6 062	1 236	249	4.4	2.6
441222	Boat dealers	14	11 040	717	171	37	23.9	.9
441229	All other motor vehicle dealers	8	8 410	766	174	34	2.7	—
4413	Automotive parts, accessories, & tire stores	417	411 554	67 328	15 379	3 280	8.8	4.1
44131	Automotive parts & accessories stores	286	278 785	42 330	10 101	2 225	8.1	4.3
441310	Automotive parts & accessories stores	286	278 785	42 330	10 101	2 225	8.1	4.3
44132	Tire dealers	131	132 769	24 998	5 278	1 055	10.1	3.8
441320	Tire dealers	131	132 769	24 998	5 278	1 055	10.1	3.8
442	Furniture & home furnishings stores	448	451 584	73 066	17 231	3 942	14.3	5.2
4421	Furniture stores	182	255 596	41 391	9 987	2 109	11.0	4.3
44211	Furniture stores	182	255 596	41 391	9 987	2 109	11.0	4.3
442110	Furniture stores	182	255 596	41 391	9 987	2 109	11.0	4.3
4422	Home furnishings stores	266	195 988	31 675	7 244	1 833	18.5	6.4
44221	Floor covering stores	97	107 260	16 988	3 990	903	13.3	4.7
442210	Floor covering stores	97	107 260	16 988	3 990	903	13.3	4.7
44229	Other home furnishings stores	169	88 728	14 687	3 254	930	24.7	8.4
442291	Window treatment stores	18	7 581	1 143	228	55	68.6	6.1
442299	All other home furnishings stores	151	81 147	13 544	3 026	875	20.6	8.6
443	Electronics & appliance stores	275	306 323	35 024	8 283	1 772	8.7	4.5
4431	Electronics & appliance stores	275	306 323	35 024	8 283	1 772	8.7	4.5
44311	Appliance, television, & other electronics stores	168	203 697	23 158	5 594	1 248	6.7	4.3
443111	Household appliance stores	61	50 596	6 728	1 627	352	10.2	1.5
443112	Radio, television, & other electronics stores	107	153 101	16 430	3 967	896	5.6	5.2
44312	Computer & software stores	85	90 456	9 900	2 208	416	13.0	5.4
443120	Computer & software stores	85	90 456	9 900	2 208	416	13.0	5.4
44313	Camera & photographic supplies stores	22	12 170	1 966	481	108	9.2	.7
443130	Camera & photographic supplies stores	22	12 170	1 966	481	108	9.2	.7
444	Building material & garden equipment & supplies dealers	585	1 335 020	157 206	36 997	7 153	7.9	5.3
4441	Building material & supplies dealers	478	1 217 602	145 745	34 438	6 464	7.8	5.2
44411	Home centers	39	257 357	26 162	6 385	1 486	1.1	—
444110	Home centers	39	257 357	26 162	6 385	1 486	1.1	—
44412	Paint & wallpaper stores	53	44 404	4 910	1 082	260	4.0	—
444120	Paint & wallpaper stores	53	44 404	4 910	1 082	260	4.0	—
44413	Hardware stores	88	84 942	12 949	3 256	832	24.1	3.2
444130	Hardware stores	88	84 942	12 949	3 256	832	24.1	3.2
44419	Other building material dealers	298	830 899	101 724	23 715	3 886	8.4	7.4
444190	Other building material dealers	298	830 899	101 724	23 715	3 886	8.4	7.4
4442	Lawn & garden equipment & supplies stores	107	117 418	11 461	2 559	689	9.2	6.1
44421	Outdoor power equipment stores	9	4 300	676	167	45	29.9	.7
444210	Outdoor power equipment stores	9	4 300	676	167	45	29.9	.7
44422	Nursery & garden centers	98	113 118	10 785	2 392	644	8.4	6.3
444220	Nursery & garden centers	98	113 118	10 785	2 392	644	8.4	6.3
445	Food & beverage stores	697	2 183 701	233 594	55 150	14 352	4.5	3.2
4451	Grocery stores	460	2 030 390	215 173	50 873	12 719	3.4	2.8
44511	Supermarkets & other grocery (except convenience) stores	315	1 934 821	205 278	48 569	11 889	3.1	2.6
445110	Supermarkets & other grocery (except convenience) stores	315	1 934 821	205 278	48 569	11 889	3.1	2.6
44512	Convenience stores	145	95 569	9 895	2 304	830	10.4	6.5
445120	Convenience stores	145	95 569	9 895	2 304	830	10.4	6.5
4452	Specialty food stores	89	35 461	5 829	1 380	442	17.1	6.4
4453	Beer, wine, & liquor stores	148	117 850	12 592	2 897	1 191	19.9	10.1
44531	Beer, wine, & liquor stores	148	117 850	12 592	2 897	1 191	19.9	10.1
445310	Beer, wine, & liquor stores	148	117 850	12 592	2 897	1 191	19.9	10.1
446	Health & personal care stores	449	606 349	77 989	18 239	5 029	10.6	6.0
4461	Health & personal care stores	449	606 349	77 989	18 239	5 029	10.6	6.0
44611	Pharmacies & drug stores	188	504 526	59 455	13 891	3 911	9.3	4.0
446110	Pharmacies & drug stores	188	504 526	59 455	13 891	3 911	9.3	4.0
4461101	Pharmacies & drug stores	181	502 186	58 863	13 747	3 878	9.4	4.0
4461102	Proprietary stores	7	2 340	592	144	33	1.4	—
44612	Cosmetics, beauty supplies, & perfume stores	53	18 890	2 626	689	215	8.9	5.9
446120	Cosmetics, beauty supplies, & perfume stores	53	18 890	2 626	689	215	8.9	5.9
44613	Optical goods stores	107	34 321	6 569	1 568	425	14.2	12.1
446130	Optical goods stores	107	34 321	6 569	1 568	425	14.2	12.1
44619	Other health & personal care stores	101	48 612	9 339	2 091	478	21.5	22.5
446191	Food (health) supplement stores	51	21 653	3 505	761	243	18.3	26.4
446199	All other health & personal care stores	50	26 959	5 834	1 330	235	24.1	19.4

See footnotes at end of table.

Table 1. Summary Statistics for the State: 1997—Con.

[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—Con.								
44-45 Retail trade—Con.								
447	Gasoline stations	958	1 514 495	91 538	21 370	7 226	7.9	5.9
4471	Gasoline stations	958	1 514 495	91 538	21 370	7 226	7.9	5.9
44711	Gasoline stations with convenience stores	589	843 542	51 048	11 541	3 948	4.8	3.7
447110	Gasoline stations with convenience stores	589	843 542	51 048	11 541	3 948	4.8	3.7
44719	Other gasoline stations	369	670 953	40 490	9 829	3 278	11.8	8.6
447190	Other gasoline stations	369	670 953	40 490	9 829	3 278	11.8	8.6
448	Clothing & clothing accessories stores	1 034	661 255	86 644	19 154	6 777	12.6	6.7
4481	Clothing stores	603	403 370	49 224	10 972	4 329	12.2	6.9
44811	Men's clothing stores	35	20 752	3 879	943	290	5.6	15.5
448110	Men's clothing stores	35	20 752	3 879	943	290	5.6	15.5
44812	Women's clothing stores	243	99 308	13 573	3 144	1 273	19.6	13.3
448120	Women's clothing stores	243	99 308	13 573	3 144	1 273	19.6	13.3
44813	Children's & infants' clothing stores	18	11 736	1 123	272	102	41.1	8.1
448130	Children's & infants' clothing stores	18	11 736	1 123	272	102	41.1	8.1
44814	Family clothing stores	191	231 327	24 877	5 312	2 126	8.5	2.9
448140	Family clothing stores	191	231 327	24 877	5 312	2 126	8.5	2.9
44815	Clothing accessories stores	33	10 003	1 698	405	167	8.4	9.9
448150	Clothing accessories stores	33	10 003	1 698	405	167	8.4	9.9
44819	Other clothing stores	83	30 244	4 074	896	371	11.2	9.2
448190	Other clothing stores	83	30 244	4 074	896	371	11.2	9.2
4482	Shoe stores	160	104 772	12 018	2 617	834	5.4	4.5
44821	Shoe stores	160	104 772	12 018	2 617	834	5.4	4.5
448210	Shoe stores	160	104 772	12 018	2 617	834	5.4	4.5
4482101	Men's shoe stores	12	D	D	D	b	D	D
4482102	Women's shoe stores	19	11 315	1 901	537	156	29.4	10.2
4482103	Children's & juveniles' shoe stores	2	D	D	D	a	D	D
4482104	Family shoe stores	98	49 274	5 470	1 270	427	4.2	6.3
4482105	Athletic footwear stores	29	38 514	3 828	612	199	.7	—
4483	Jewelry, luggage, & leather goods stores	271	153 113	25 402	5 565	1 614	18.8	7.7
44831	Jewelry stores	256	147 767	24 281	5 295	1 532	19.0	8.0
448310	Jewelry stores	256	147 767	24 281	5 295	1 532	19.0	8.0
44832	Luggage & leather goods stores	15	5 346	1 121	270	82	14.2	—
448320	Luggage & leather goods stores	15	5 346	1 121	270	82	14.2	—
451	Sporting goods, hobby, book, & music stores	463	352 244	42 950	10 457	3 703	9.7	2.4
4511	Sporting goods, hobby, & musical instrument stores ..	289	212 703	25 606	6 031	2 155	13.5	2.4
45111	Sporting goods stores	159	111 194	12 953	3 052	1 084	18.8	2.4
451110	Sporting goods stores	159	111 194	12 953	3 052	1 084	18.8	2.4
4511101	General-line sporting goods stores	51	50 462	5 032	1 242	472	23.7	3.2
4511102	Specialty-line sporting goods stores	108	60 732	7 921	1 810	612	14.8	1.8
45112	Hobby, toy, & game stores	65	70 669	7 718	1 752	637	3.3	2.6
451120	Hobby, toy, & game stores	65	70 669	7 718	1 752	637	3.3	2.6
45113	Sewing, needlework, & piece goods stores	34	14 855	2 381	653	299	10.4	1.2
451130	Sewing, needlework, & piece goods stores	34	14 855	2 381	653	299	10.4	1.2
45114	Musical instrument & supplies stores	31	15 985	2 554	574	135	24.5	2.4
451140	Musical instrument & supplies stores	31	15 985	2 554	574	135	24.5	2.4
4512	Book, periodical, & music stores	174	139 541	17 344	4 426	1 548	4.0	2.5
45121	Book stores & news dealers	119	70 330	10 279	2 607	810	3.8	4.1
451211	Book stores	111	66 098	9 491	2 435	751	4.0	4.3
4512111	Book stores, general	73	48 318	7 202	1 763	561	3.2	1.5
4512112	Specialty book stores	22	5 977	807	218	85	9.8	3.4
4512113	College book stores	16	11 803	1 482	454	105	4.3	16.4
451212	News dealers & newsstands	8	4 232	788	172	59	—	—
45122	Prerecorded tape, compact disc, & record stores ...	55	69 211	7 065	1 819	738	4.3	.8
451220	Prerecorded tape, compact disc, & record stores ...	55	69 211	7 065	1 819	738	4.3	.8
452	General merchandise stores	241	2 127 456	192 332	46 804	15 779	1.0	1.9
4521	Department stores (incl leased depts) ##	70	1 702 098	N	N	N	—	1.1
45211	Department stores (incl leased depts) ##	70	1 702 098	N	N	N	—	1.1
4521	Department stores (excl leased depts)	70	1 683 595	158 965	38 374	13 103	—	1.1
45211	Department stores (excl leased depts)	70	1 683 595	158 965	38 374	13 103	—	1.1
452110	Department stores (excl leased depts)	70	1 683 595	158 965	38 374	13 103	—	1.1
4521101	Conventional department stores (excl leased depts)	11	210 740	25 320	6 173	1 744	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	45	1 225 915	107 316	25 819	9 463	—	—
4521103	National chain department stores (excl leased depts)	14	246 940	26 329	6 382	1 896	—	7.8
4529	Other general merchandise stores	171	443 861	33 367	8 430	2 676	4.8	4.9
45291	Warehouse clubs & superstores	4	D	D	D	f	D	D
452910	Warehouse clubs & superstores	4	D	D	D	f	D	D
45299	All other general merchandise stores	167	D	D	D	g	D	D
452990	All other general merchandise stores	167	D	D	D	g	D	D
4529901	Variety stores	52	33 480	3 502	788	369	1.8	10.3
4529902	Catalog showrooms	4	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores	111	108 142	14 443	3 506	1 078	19.2	16.9

See footnotes at end of table.

Table 1. Summary Statistics for the State: 1997—Con.

[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—Con.							
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	1 128	868 261	99 800	21 908	6 177	13.3	10.4
4531	Florists	138	27 582	5 671	1 322	608	31.7	8.6
45311	Florists	138	27 582	5 671	1 322	608	31.7	8.6
453110	Florists	138	27 582	5 671	1 322	608	31.7	8.6
4532	Office supplies, stationery, & gift stores	379	213 003	31 077	7 014	2 314	10.7	6.2
45321	Office supplies & stationery stores	51	83 585	9 790	2 481	589	1.6	5.5
453210	Office supplies & stationery stores	51	83 585	9 790	2 481	589	1.6	5.5
4532101	Stationery stores	5	1 255	264	65	17	23.4	—
4532102	Office supplies stores	46	82 330	9 526	2 416	572	1.2	5.6
45322	Gift, novelty, & souvenir stores	328	129 418	21 287	4 533	1 725	16.5	6.6
453220	Gift, novelty, & souvenir stores	328	129 418	21 287	4 533	1 725	16.5	6.6
4533	Used merchandise stores	126	42 951	9 874	2 223	739	21.6	9.4
45331	Used merchandise stores	126	42 951	9 874	2 223	739	21.6	9.4
453310	Used merchandise stores	126	42 951	9 874	2 223	739	21.6	9.4
4539	Other miscellaneous store retailers	485	584 725	53 178	11 349	2 516	12.8	12.0
45391	Pet & pet supplies stores	51	38 076	4 650	1 094	367	9.5	5.2
453910	Pet & pet supplies stores	51	38 076	4 650	1 094	367	9.5	5.2
45392	Art dealers	173	165 421	14 446	2 911	548	12.7	8.4
453920	Art dealers	173	165 421	14 446	2 911	548	12.7	8.4
45393	Manufactured (mobile) home dealers	95	299 343	23 420	4 957	858	10.9	14.4
453930	Manufactured (mobile) home dealers	95	299 343	23 420	4 957	858	10.9	14.4
45399	All other miscellaneous store retailers	166	81 885	10 662	2 387	743	21.8	14.1
454	Nonstore retailers	302	795 708	59 807	13 480	2 920	4.0	1.0
4541	Electronic shopping & mail-order houses	65	578 328	32 318	6 503	1 447	2.0	.2
45411	Electronic shopping & mail-order houses	65	578 328	32 318	6 503	1 447	2.0	.2
454110	Electronic shopping & mail-order houses	65	578 328	32 318	6 503	1 447	2.0	.2
4542	Vending machine operators	29	15 877	2 191	530	122	32.1	2.2
45421	Vending machine operators	29	15 877	2 191	530	122	32.1	2.2
454210	Vending machine operators	29	15 877	2 191	530	122	32.1	2.2
4543	Direct selling establishments	208	201 503	25 298	6 447	1 351	7.5	3.3
45431	Fuel dealers	119	143 889	14 568	3 701	766	8.0	3.8
454311	Heating oil dealers	7	46 205	2 444	593	100	—	2.4
454312	Liquefied petroleum gas (bottled gas) dealers ...	107	96 762	11 929	3 069	651	11.8	4.3
454319	Other fuel dealers	5	922	195	39	15	—	16.2
45439	Other direct selling establishments	89	57 614	10 730	2 746	585	6.3	2.0
454390	Other direct selling establishments	89	57 614	10 730	2 746	585	6.3	2.0

Data for this line not included in broader kind-of-business totals.

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								
44-45	Retail trade	2 593	7 107 797	684 994	160 019	38 256	8.2	4.5
441	Motor vehicle & parts dealers	291	1 906 528	152 156	34 700	5 281	19.2	5.0
4411	Automobile dealers	109	1 621 856	111 339	25 214	3 455	21.6	5.4
44111	New car dealers	49	1 512 514	105 830	23 630	3 197	20.0	5.0
441110	New car dealers	49	1 512 514	105 830	23 630	3 197	20.0	5.0
44112	Used car dealers	60	109 342	5 509	1 584	258	43.7	11.1
441120	Used car dealers	60	109 342	5 509	1 584	258	43.7	11.1
4412	Other motor vehicle dealers	33	87 603	9 263	2 044	362	4.0	1.8
44121	Recreational vehicle dealers	13	45 936	4 652	1 090	181	4.7	3.2
441210	Recreational vehicle dealers	13	45 936	4 652	1 090	181	4.7	3.2
44122	Motorcycle, boat, & other motor vehicle dealers	20	41 667	4 611	954	181	3.4	.2
441221	Motorcycle dealers	12	33 842	4 047	827	156	3.7	.3
441229	All other motor vehicle dealers	4	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	149	197 069	31 554	7 442	1 464	6.1	3.8
44131	Automotive parts & accessories stores	103	137 566	21 626	5 248	1 074	5.7	4.7
441310	Automotive parts & accessories stores	103	137 566	21 626	5 248	1 074	5.7	4.7
44132	Tire dealers	46	59 503	9 928	2 194	390	7.2	1.6
441320	Tire dealers	46	59 503	9 928	2 194	390	7.2	1.6
442	Furniture & home furnishings stores	175	240 951	40 028	9 642	2 126	6.2	6.9
4421	Furniture stores	57	139 821	23 928	5 858	1 143	4.1	6.4
44211	Furniture stores	57	139 821	23 928	5 858	1 143	4.1	6.4
442110	Furniture stores	57	139 821	23 928	5 858	1 143	4.1	6.4
4422	Home furnishings stores	118	101 130	16 100	3 784	983	9.1	7.6
44221	Floor covering stores	39	59 230	9 449	2 276	519	5.2	6.6
442210	Floor covering stores	39	59 230	9 449	2 276	519	5.2	6.6
44229	Other home furnishings stores	79	41 900	6 651	1 508	464	14.5	9.0
442299	All other home furnishings stores	69	39 199	6 260	1 423	437	13.4	8.5
443	Electronics & appliance stores	112	218 088	22 714	5 306	1 057	4.2	3.7
4431	Electronics & appliance stores	112	218 088	22 714	5 306	1 057	4.2	3.7
44311	Appliance, television, & other electronics stores	55	134 907	13 605	3 247	704	1.3	2.8
443111	Household appliance stores	13	27 176	3 114	762	151	1.1	—
443112	Radio, television, & other electronics stores	42	107 731	10 491	2 485	553	1.4	3.5
44312	Computer & software stores	46	D	D	D	e	D	D
443120	Computer & software stores	46	D	D	D	e	D	D
44313	Camera & photographic supplies stores	11	D	D	D	b	D	D
443130	Camera & photographic supplies stores	11	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	201	658 906	80 677	18 715	3 340	5.2	1.0
4441	Building material & supplies dealers	178	644 877	78 890	18 330	3 194	5.0	1.1
44411	Home centers	17	186 365	18 807	4 509	1 075	—	—
444110	Home centers	17	186 365	18 807	4 509	1 075	—	—
44412	Paint & wallpaper stores	22	21 289	2 219	466	102	—	—
444120	Paint & wallpaper stores	22	21 289	2 219	466	102	—	—
44419	Other building material dealers	125	426 558	56 232	12 970	1 863	7.2	1.6
444190	Other building material dealers	125	426 558	56 232	12 970	1 863	7.2	1.6
4442	Lawn & garden equipment & supplies stores	23	14 029	1 787	385	146	16.0	.4
44422	Nursery & garden centers	19	12 164	1 508	330	126	14.5	.2
444220	Nursery & garden centers	19	12 164	1 508	330	126	14.5	.2
445	Food & beverage stores	193	802 943	88 691	21 136	5 135	3.0	2.2
4451	Grocery stores	106	733 447	80 002	19 164	4 420	1.6	1.0
44511	Supermarkets & other grocery (except convenience) stores	93	726 705	79 206	18 971	4 359	1.5	.9
445110	Supermarkets & other grocery (except convenience) stores	93	726 705	79 206	18 971	4 359	1.5	.9
4452	Specialty food stores	42	21 786	3 726	828	243	12.3	2.0
4453	Beer, wine, & liquor stores	45	47 710	4 963	1 144	472	20.8	20.8
44531	Beer, wine, & liquor stores	45	47 710	4 963	1 144	472	20.8	20.8
445310	Beer, wine, & liquor stores	45	47 710	4 963	1 144	472	20.8	20.8
446	Health & personal care stores	190	324 095	42 461	10 018	2 784	3.8	6.9
4461	Health & personal care stores	190	324 095	42 461	10 018	2 784	3.8	6.9
44611	Pharmacies & drug stores	78	275 332	33 704	7 858	2 272	3.0	5.3
446110	Pharmacies & drug stores	78	275 332	33 704	7 858	2 272	3.0	5.3
4461101	Pharmacies & drug stores	74	273 653	33 289	7 751	2 249	3.0	5.3
4461102	Proprietary stores	4	1 679	415	107	23	—	—
44612	Cosmetics, beauty supplies, & perfume stores	29	11 905	1 818	486	139	5.7	8.2
446120	Cosmetics, beauty supplies, & perfume stores	29	11 905	1 818	486	139	5.7	8.2
44613	Optical goods stores	48	17 450	3 053	752	201	9.6	13.1
446130	Optical goods stores	48	17 450	3 053	752	201	9.6	13.1
44619	Other health & personal care stores	35	19 408	3 886	922	172	9.5	23.3
446191	Food (health) supplement stores	17	6 830	1 190	252	77	1.5	25.0
446199	All other health & personal care stores	18	12 578	2 696	670	95	13.9	22.3
447	Gasoline stations	282	533 114	29 891	7 165	2 162	2.9	8.6
4471	Gasoline stations	282	533 114	29 891	7 165	2 162	2.9	8.6
44711	Gasoline stations with convenience stores	210	383 085	20 949	4 947	1 521	1.3	3.5
447110	Gasoline stations with convenience stores	210	383 085	20 949	4 947	1 521	1.3	3.5
44719	Other gasoline stations	72	150 029	8 942	2 218	641	7.0	21.6
447190	Other gasoline stations	72	150 029	8 942	2 218	641	7.0	21.6

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
ALBUQUERQUE, NM MSA—Con.								
44-45 Retail trade—Con.								
448	Clothing & clothing accessories stores	388	278 091	35 805	8 192	2 805	9.9	7.7
4481	Clothing stores	227	177 696	20 297	4 766	1 920	10.2	7.7
44811	Men's clothing stores	21	14 352	2 250	548	153	1.0	20.7
448110	Men's clothing stores	21	14 352	2 250	548	153	1.0	20.7
44812	Women's clothing stores	88	45 269	5 851	1 439	574	14.0	13.4
448120	Women's clothing stores	88	45 269	5 851	1 439	574	14.0	13.4
44813	Children's & infants' clothing stores	11	10 426	937	231	83	45.2	9.1
448130	Children's & infants' clothing stores	11	10 426	937	231	83	45.2	9.1
44814	Family clothing stores	56	87 579	8 503	1 929	823	6.6	2.2
448140	Family clothing stores	56	87 579	8 503	1 929	823	6.6	2.2
44815	Clothing accessories stores	12	3 210	557	144	68	3.0	—
448150	Clothing accessories stores	12	3 210	557	144	68	3.0	—
44819	Other clothing stores	39	16 860	2 199	475	219	6.2	10.7
448190	Other clothing stores	39	16 860	2 199	475	219	6.2	10.7
4482	Shoe stores	60	44 933	5 878	1 208	362	5.0	7.1
44821	Shoe stores	60	44 933	5 878	1 208	362	5.0	7.1
448210	Shoe stores	60	44 933	5 878	1 208	362	5.0	7.1
4482101	Men's shoe stores	6	D	D	D	a	D	D
4482102	Women's shoe stores	9	5 287	1 116	373	102	42.3	21.9
4482103	Children's & juveniles' shoe stores	2	D	D	D	a	D	D
4482104	Family shoe stores	32	16 673	2 042	478	151	—	9.2
4482105	Athletic footwear stores	11	19 712	2 246	247	82	—	—
4483	Jewelry, luggage, & leather goods stores	101	55 462	9 630	2 218	523	12.9	8.1
44831	Jewelry stores	93	52 317	8 930	2 050	474	13.6	8.6
448310	Jewelry stores	93	52 317	8 930	2 050	474	13.6	8.6
44832	Luggage & leather goods stores	8	3 145	700	168	49	.3	—
448320	Luggage & leather goods stores	8	3 145	700	168	49	.3	—
451	Sporting goods, hobby, book, & music stores	187	210 600	24 965	6 140	2 024	9.1	1.9
4511	Sporting goods, hobby, & musical instrument stores ..	125	133 674	15 510	3 605	1 225	12.9	1.4
45111	Sporting goods stores	70	74 175	8 522	1 927	648	17.7	2.3
451110	Sporting goods stores	70	74 175	8 522	1 927	648	17.7	2.3
4511101	General-line sporting goods stores	21	31 680	3 148	786	288	24.3	2.7
4511102	Specialty-line sporting goods stores	49	42 495	5 374	1 141	360	12.8	2.0
45112	Hobby, toy, & game stores	26	42 077	4 316	981	330	2.1	.6
451120	Hobby, toy, & game stores	26	42 077	4 316	981	330	2.1	.6
45113	Sewing, needlework, & piece goods stores	16	8 655	1 361	381	173	12.6	—
451130	Sewing, needlework, & piece goods stores	16	8 655	1 361	381	173	12.6	—
45114	Musical instrument & supplies stores	13	8 767	1 311	316	74	24.6	—
451140	Musical instrument & supplies stores	13	8 767	1 311	316	74	24.6	—
4512	Book, periodical, & music stores	62	76 926	9 455	2 535	799	2.4	2.7
45121	Book stores & news dealers	40	44 252	6 544	1 745	478	.6	3.8
451211	Book stores	36	D	D	D	e	D	D
4512111	Book stores, general	21	29 705	4 350	1 127	321	.9	1.6
4512112	Specialty book stores	9	D	D	D	b	D	D
4512113	College book stores	6	7 634	939	312	61	—	14.8
451212	News dealers & newsstands	4	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ..	22	32 674	2 911	790	321	4.8	1.1
451220	Prerecorded tape, compact disc, & record stores ..	22	32 674	2 911	790	321	4.8	1.1
452	General merchandise stores	60	967 268	86 132	20 938	6 840	.2	3.2
4521	Department stores (incl leased depts) ##	25	748 904	N	N	N	—	2.6
45211	Department stores (incl leased depts) ##	25	748 904	N	N	N	—	2.6
4521	Department stores (excl leased depts)	25	740 905	72 577	17 338	5 826	—	2.6
45211	Department stores (excl leased depts)	25	740 905	72 577	17 338	5 826	—	2.6
452110	Department stores (excl leased depts)	25	740 905	72 577	17 338	5 826	—	2.6
4521101	Conventional department stores (excl leased depts)	7	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	13	450 257	39 771	9 373	3 539	—	—
4521103	National chain department stores (excl leased depts)	5	D	D	D	g	D	D
4529	Other general merchandise stores	35	226 363	13 555	3 600	1 014	1.0	5.2
45299	All other general merchandise stores	33	D	D	D	e	D	D
452990	All other general merchandise stores	33	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores	22	D	D	D	e	D	D
453	Miscellaneous store retailers	413	358 553	42 198	9 637	2 882	11.8	13.5
4531	Florists	50	12 272	2 515	592	256	28.6	5.8
45311	Florists	50	12 272	2 515	592	256	28.6	5.8
453110	Florists	50	12 272	2 515	592	256	28.6	5.8
4532	Office supplies, stationery, & gift stores	144	104 311	12 897	2 930	1 037	8.5	4.8
45321	Office supplies & stationery stores	17	49 037	4 417	1 176	302	1.0	1.7
453210	Office supplies & stationery stores	17	49 037	4 417	1 176	302	1.0	1.7
4532102	Office supplies stores	16	D	D	D	e	D	D
45322	Gift, novelty, & souvenir stores	127	55 274	8 480	1 754	735	15.2	7.6
453220	Gift, novelty, & souvenir stores	127	55 274	8 480	1 754	735	15.2	7.6
4533	Used merchandise stores	46	22 713	5 859	1 375	470	22.5	2.5
45331	Used merchandise stores	46	22 713	5 859	1 375	470	22.5	2.5
453310	Used merchandise stores	46	22 713	5 859	1 375	470	22.5	2.5

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
ALBUQUERQUE, NM MSA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers—Con.							
4539	Other miscellaneous store retailers	173	219 257	20 927	4 740	1 119	11.4	19.2
45391	Pet & pet supplies stores	23	26 089	3 117	730	236	5.3	5.0
453910	Pet & pet supplies stores	23	26 089	3 117	730	236	5.3	5.0
45392	Art dealers	29	6 216	1 032	271	73	26.0	25.1
453920	Art dealers	29	6 216	1 032	271	73	26.0	25.1
45393	Manufactured (mobile) home dealers	38	130 960	9 471	2 103	346	6.3	22.8
453930	Manufactured (mobile) home dealers	38	130 960	9 471	2 103	346	6.3	22.8
45399	All other miscellaneous store retailers	83	55 992	7 307	1 636	464	24.5	16.9
454	Nonstore retailers	101	608 660	39 276	8 430	1 820	2.8	.4
4541	Electronic shopping & mail-order houses	27	559 003	30 537	6 078	1 336	1.4	—
45411	Electronic shopping & mail-order houses	27	559 003	30 537	6 078	1 336	1.4	—
454110	Electronic shopping & mail-order houses	27	559 003	30 537	6 078	1 336	1.4	—
4542	Vending machine operators	20	9 513	1 311	317	73	52.5	3.7
45421	Vending machine operators	20	9 513	1 311	317	73	52.5	3.7
454210	Vending machine operators	20	9 513	1 311	317	73	52.5	3.7
4543	Direct selling establishments	54	40 144	7 428	2 035	411	10.3	5.0
45431	Fuel dealers	21	17 594	2 187	584	116	17.7	10.0
454312	Liquefied petroleum gas (bottled gas) dealers	20	D	D	D	c	D	D
45439	Other direct selling establishments	33	22 550	5 241	1 451	295	4.6	1.1
454390	Other direct selling establishments	33	22 550	5 241	1 451	295	4.6	1.1
LAS CRUCES, NM MSA								
44-45	Retail trade	511	1 059 144	98 131	23 520	6 266	4.8	11.0
441	Motor vehicle & parts dealers	69	292 401	21 847	5 200	926	2.6	18.4
4412	Other motor vehicle dealers	11	36 664	2 471	471	93	1.7	4.6
44121	Recreational vehicle dealers	7	D	D	D	b	D	D
441210	Recreational vehicle dealers	7	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	4	D	D	D	a	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
442	Furniture & home furnishings stores	28	23 410	4 530	1 022	234	22.8	3.2
4421	Furniture stores	13	12 653	2 149	546	110	12.4	6.0
44211	Furniture stores	13	12 653	2 149	546	110	12.4	6.0
442110	Furniture stores	13	12 653	2 149	546	110	12.4	6.0
4422	Home furnishings stores	15	10 757	2 381	476	124	35.1	—
443	Electronics & appliance stores	18	9 973	1 545	361	89	15.0	—
4431	Electronics & appliance stores	18	9 973	1 545	361	89	15.0	—
444	Building material & garden equipment & supplies dealers	44	132 388	12 399	3 316	619	2.9	26.4
4441	Building material & supplies dealers	36	100 271	10 450	2 792	542	3.0	32.8
44419	Other building material dealers	23	79 647	8 487	2 319	364	.3	41.3
444190	Other building material dealers	23	79 647	8 487	2 319	364	.3	41.3
4442	Lawn & garden equipment & supplies stores	8	32 117	1 949	524	77	2.5	6.1
44422	Nursery & garden centers	7	D	D	D	b	D	D
444220	Nursery & garden centers	7	D	D	D	b	D	D
445	Food & beverage stores	66	159 239	15 823	4 015	1 044	2.1	6.7
446	Health & personal care stores	36	42 608	5 179	1 196	329	14.1	2.9
4461	Health & personal care stores	36	42 608	5 179	1 196	329	14.1	2.9
447	Gasoline stations	52	109 752	5 324	1 310	488	3.3	6.1
44719	Other gasoline stations	25	70 945	3 471	854	320	2.5	8.2
447190	Other gasoline stations	25	70 945	3 471	854	320	2.5	8.2
448	Clothing & clothing accessories stores	74	38 440	4 924	1 149	436	5.1	3.9
4481	Clothing stores	45	20 262	2 579	595	276	6.7	4.8
4482105	Athletic footwear stores	3	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	29	25 202	2 625	660	224	14.0	—
4511	Sporting goods, hobby, & musical instrument stores	17	14 846	1 470	346	121	21.8	—
4512	Book, periodical, & music stores	12	10 356	1 155	314	103	2.8	—
452	General merchandise stores	13	160 110	15 609	3 424	1 372	.1	1.4
45299	All other general merchandise stores	5	10 172	957	223	116	1.5	22.3
452990	All other general merchandise stores	5	10 172	957	223	116	1.5	22.3
453	Miscellaneous store retailers	64	51 940	6 221	1 345	381	25.0	8.8
4532	Office supplies, stationery, & gift stores	20	11 861	1 981	402	135	11.6	22.5
45321	Office supplies & stationery stores	5	7 044	1 074	214	53	—	37.3
453210	Office supplies & stationery stores	5	7 044	1 074	214	53	—	37.3
4532102	Office supplies stores	5	7 044	1 074	214	53	—	37.3
4539	Other miscellaneous store retailers	28	37 425	3 718	816	186	30.3	2.4
45393	Manufactured (mobile) home dealers	10	31 973	2 808	612	99	34.9	—
453930	Manufactured (mobile) home dealers	10	31 973	2 808	612	99	34.9	—

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
LAS CRUCES, NM MSA—Con.								
44-45 Retail trade—Con.								
454	Nonstore retailers	18	13 681	2 105	522	124	5.5	—
4543	Direct selling establishments	16	D	D	D	c	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
SANTA FE, NM MSA								
44-45	Retail trade	905	1 496 992	157 416	35 648	8 423	6.7	5.6
441	Motor vehicle & parts dealers	42	282 719	23 772	5 298	765	7.3	6.7
4411	Automobile dealers	13	D	D	D	f	D	D
442	Furniture & home furnishings stores	72	74 238	10 402	2 314	504	12.4	4.5
4421	Furniture stores	17	25 411	3 032	685	140	4.5	—
44211	Furniture stores	17	25 411	3 032	685	140	4.5	—
442110	Furniture stores	17	25 411	3 032	685	140	4.5	—
4422	Home furnishings stores	55	48 827	7 370	1 629	364	16.6	6.9
44221	Floor covering stores	15	17 370	1 957	485	90	1.4	2.4
442210	Floor covering stores	15	17 370	1 957	485	90	1.4	2.4
44229	Other home furnishings stores	40	31 457	5 413	1 144	274	24.9	9.4
442299	All other home furnishings stores	38	D	D	D	e	D	D
443	Electronics & appliance stores	29	33 395	4 037	974	206	5.5	1.7
4431	Electronics & appliance stores	29	33 395	4 037	974	206	5.5	1.7
44311	Appliance, television, & other electronics stores	18	25 248	2 882	725	149	3.2	2.2
443112	Radio, television, & other electronics stores	13	20 299	2 379	592	127	3.2	2.7
44312	Computer & software stores	6	5 135	663	138	35	12.1	.3
443120	Computer & software stores	6	5 135	663	138	35	12.1	.3
44313	Camera & photographic supplies stores	5	3 012	492	111	22	12.9	—
443130	Camera & photographic supplies stores	5	3 012	492	111	22	12.9	—
444	Building material & garden equipment & supplies dealers	51	113 060	13 570	3 351	596	1.9	16.7
4441	Building material & supplies dealers	41	105 672	12 044	2 953	488	1.5	17.2
44419	Other building material dealers	28	65 011	7 409	1 660	254	2.4	27.0
444190	Other building material dealers	28	65 011	7 409	1 660	254	2.4	27.0
445	Food & beverage stores	59	221 116	24 197	5 420	1 358	2.4	.4
4451	Grocery stores	34	D	D	D	g	D	D
446	Health & personal care stores	54	52 956	6 386	1 569	470	8.5	9.3
4461	Health & personal care stores	54	52 956	6 386	1 569	470	8.5	9.3
44612	Cosmetics, beauty supplies, & perfume stores	5	1 903	210	61	21	20.9	—
446120	Cosmetics, beauty supplies, & perfume stores	5	1 903	210	61	21	20.9	—
447	Gasoline stations	45	69 959	4 621	1 011	308	6.9	.1
448	Clothing & clothing accessories stores	188	127 366	18 654	3 975	1 145	14.3	8.6
4481	Clothing stores	110	74 665	10 037	2 247	683	12.1	12.1
44815	Clothing accessories stores	10	4 352	720	162	46	12.8	22.8
448150	Clothing accessories stores	10	4 352	720	162	46	12.8	22.8
44819	Other clothing stores	12	6 207	832	183	49	24.3	6.5
448190	Other clothing stores	12	6 207	832	183	49	24.3	6.5
4482102	Women's shoe stores	5	4 272	518	109	30	—	—
4483	Jewelry, luggage, & leather goods stores	52	36 835	6 708	1 294	329	22.7	5.3
44831	Jewelry stores	47	D	D	D	e	D	D
448310	Jewelry stores	47	D	D	D	e	D	D
44832	Luggage & leather goods stores	5	D	D	D	a	D	D
448320	Luggage & leather goods stores	5	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	70	50 767	6 534	1 525	549	7.2	1.2
4511	Sporting goods, hobby, & musical instrument stores	38	28 364	3 582	827	296	7.4	1.7
45113	Sewing, needlework, & piece goods stores	7	3 760	675	169	80	7.0	—
451130	Sewing, needlework, & piece goods stores	7	3 760	675	169	80	7.0	—
4512	Book, periodical, & music stores	32	22 403	2 952	698	253	6.8	.5
45121	Book stores & news dealers	22	10 940	1 680	367	123	9.6	1.0
4512111	Book stores, general	13	8 778	1 394	286	92	9.6	—
4512112	Specialty book stores	6	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores	10	11 463	1 272	331	130	4.2	—
451220	Prerecorded tape, compact disc, & record stores	10	11 463	1 272	331	130	4.2	—
452	General merchandise stores	21	209 558	17 858	4 316	1 287	.2	1.4
45299	All other general merchandise stores	13	D	D	D	c	D	D
452990	All other general merchandise stores	13	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	10	D	D	D	c	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
SANTA FE, NM MSA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	234	231 483	23 623	4 980	1 035	10.6	9.3
4532	Office supplies, stationery, & gift stores	65	40 591	5 845	1 407	360	7.7	7.1
45321	Office supplies & stationery stores	9	13 928	1 654	405	82	1.7	8.5
453210	Office supplies & stationery stores	9	13 928	1 654	405	82	1.7	8.5
4532102	Office supplies stores	7	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores	56	26 663	4 191	1 002	278	10.8	6.3
453220	Gift, novelty, & souvenir stores	56	26 663	4 191	1 002	278	10.8	6.3
4533	Used merchandise stores	27	12 892	2 426	504	117	20.3	8.8
45331	Used merchandise stores	27	12 892	2 426	504	117	20.3	8.8
453310	Used merchandise stores	27	12 892	2 426	504	117	20.3	8.8
4539	Other miscellaneous store retailers	129	D	D	D	f	D	D
45391	Pet & pet supplies stores	8	4 157	529	114	41	31.6	1.7
453910	Pet & pet supplies stores	8	4 157	529	114	41	31.6	1.7
45392	Art dealers	96	144 721	11 508	2 265	349	10.4	7.1
453920	Art dealers	96	144 721	11 508	2 265	349	10.4	7.1
45393	Manufactured (mobile) home dealers	3	16 838	1 284	256	40	—	36.0
453930	Manufactured (mobile) home dealers	3	16 838	1 284	256	40	—	36.0
45399	All other miscellaneous store retailers	22	D	D	D	b	D	D
454	Nonstore retailers	40	30 375	3 762	915	200	16.2	.8
4543	Direct selling establishments	18	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	7	8 997	1 055	267	49	23.2	—
454319	Other fuel dealers	1	D	D	D	a	D	D
AREA OUTSIDE NEW MEXICO METROPOLITAN AREAS								
44-45	Retail trade	3 412	5 320 521	514 917	119 470	33 355	13.7	4.1
441	Motor vehicle & parts dealers	439	1 300 410	107 733	24 386	4 498	23.2	5.8
4411	Automobile dealers	191	D	D	D	h	D	D
44111	New car dealers	96	994 127	70 989	16 216	2 624	24.3	5.7
441110	New car dealers	96	994 127	70 989	16 216	2 624	24.3	5.7
44112	Used car dealers	95	D	D	D	e	D	D
441120	Used car dealers	95	D	D	D	e	D	D
4412	Other motor vehicle dealers	40	D	D	D	c	D	D
44121	Recreational vehicle dealers	15	D	D	D	b	D	D
441210	Recreational vehicle dealers	15	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	25	D	D	D	c	D	D
441221	Motorcycle dealers	13	15 185	1 367	289	67	4.6	9.6
441229	All other motor vehicle dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	208	159 379	26 351	5 762	1 318	14.9	5.5
44131	Automotive parts & accessories stores	142	105 614	15 028	3 505	826	13.8	4.5
441310	Automotive parts & accessories stores	142	105 614	15 028	3 505	826	13.8	4.5
44132	Tire dealers	66	53 765	11 323	2 257	492	17.0	7.5
441320	Tire dealers	66	53 765	11 323	2 257	492	17.0	7.5
442	Furniture & home furnishings stores	173	112 985	18 106	4 253	1 078	30.9	2.4
4421	Furniture stores	95	77 711	12 282	2 898	716	25.4	1.5
44211	Furniture stores	95	77 711	12 282	2 898	716	25.4	1.5
442110	Furniture stores	95	77 711	12 282	2 898	716	25.4	1.5
4422	Home furnishings stores	78	35 274	5 824	1 355	362	43.0	4.2
44221	Floor covering stores	36	21 021	3 458	813	190	35.7	3.6
442210	Floor covering stores	36	21 021	3 458	813	190	35.7	3.6
44229	Other home furnishings stores	42	14 253	2 366	542	172	53.7	5.2
442299	All other home furnishings stores	39	D	D	D	c	D	D
443	Electronics & appliance stores	116	44 867	6 728	1 642	420	31.2	11.4
4431	Electronics & appliance stores	116	44 867	6 728	1 642	420	31.2	11.4
44311	Appliance, television, & other electronics stores	83	35 366	5 393	1 318	327	27.0	12.2
443111	Household appliance stores	38	14 281	2 550	601	148	27.3	5.4
443112	Radio, television, & other electronics stores	45	21 085	2 843	717	179	26.8	16.8
44312	Computer & software stores	28	D	D	D	b	D	D
443120	Computer & software stores	28	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	289	430 666	50 560	11 615	2 598	15.2	2.4
4441	Building material & supplies dealers	223	366 782	44 361	10 363	2 240	15.9	1.6
44412	Paint & wallpaper stores	24	D	D	D	c	D	D
444120	Paint & wallpaper stores	24	D	D	D	c	D	D
44413	Hardware stores	59	D	D	D	e	D	D
444130	Hardware stores	59	D	D	D	e	D	D
44419	Other building material dealers	122	259 683	29 596	6 766	1 405	14.4	1.5
444190	Other building material dealers	122	259 683	29 596	6 766	1 405	14.4	1.5
4442	Lawn & garden equipment & supplies stores	66	63 884	6 199	1 252	358	11.1	6.9
44422	Nursery & garden centers	63	D	D	D	e	D	D
444220	Nursery & garden centers	63	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—Con.								
44-45 Retail trade—Con.								
445	Food & beverage stores	379	1 000 403	104 883	24 579	6 815	6.6	4.1
4451	Grocery stores	274	D	D	D	i	D	D
44511	Supermarkets & other grocery (except convenience) stores	171	887 014	92 011	21 519	5 623	4.9	4.2
445110	Supermarkets & other grocery (except convenience) stores	171	887 014	92 011	21 519	5 623	4.9	4.2
44512	Convenience stores	103	D	D	D	f	D	D
445120	Convenience stores	103	D	D	D	f	D	D
4452	Specialty food stores	33	D	D	D	c	D	D
4453	Beer, wine, & liquor stores	72	D	D	D	e	D	D
44531	Beer, wine, & liquor stores	72	D	D	D	e	D	D
445310	Beer, wine, & liquor stores	72	D	D	D	e	D	D
446	Health & personal care stores	169	186 690	23 963	5 456	1 446	22.1	4.1
4461	Health & personal care stores	169	186 690	23 963	5 456	1 446	22.1	4.1
44611	Pharmacies & drug stores	79	156 377	18 084	4 212	1 087	21.3	2.4
446110	Pharmacies & drug stores	79	156 377	18 084	4 212	1 087	21.3	2.4
4461101	Pharmacies & drug stores	77	D	D	D	g	D	D
44612	Cosmetics, beauty supplies, & perfume stores	16	3 499	433	102	43	17.1	—
446120	Cosmetics, beauty supplies, & perfume stores	16	3 499	433	102	43	17.1	—
44613	Optical goods stores	29	7 418	1 831	403	110	29.3	14.6
446130	Optical goods stores	29	7 418	1 831	403	110	29.3	14.6
44619	Other health & personal care stores	45	19 396	3 615	739	206	26.1	15.2
446191	Food (health) supplement stores	23	D	D	D	c	D	D
447	Gasoline stations	579	801 670	51 702	11 884	4 268	11.9	4.5
4471	Gasoline stations	579	801 670	51 702	11 884	4 268	11.9	4.5
44711	Gasoline stations with convenience stores	327	380 732	25 698	5 587	2 061	8.8	4.5
447110	Gasoline stations with convenience stores	327	380 732	25 698	5 587	2 061	8.8	4.5
44719	Other gasoline stations	252	420 938	26 004	6 297	2 207	14.8	4.6
447190	Other gasoline stations	252	420 938	26 004	6 297	2 207	14.8	4.6
448	Clothing & clothing accessories stores	384	217 358	27 261	5 838	2 391	16.5	4.8
4481	Clothing stores	221	130 747	16 311	3 364	1 450	15.8	3.1
44814	Family clothing stores	98	100 863	11 373	2 304	945	11.2	1.6
448140	Family clothing stores	98	100 863	11 373	2 304	945	11.2	1.6
44819	Other clothing stores	26	5 530	826	183	80	15.1	4.6
448190	Other clothing stores	26	5 530	826	183	80	15.1	4.6
4482	Shoe stores	62	33 303	3 504	804	275	5.9	4.6
44821	Shoe stores	62	33 303	3 504	804	275	5.9	4.6
448210	Shoe stores	62	33 303	3 504	804	275	5.9	4.6
4482104	Family shoe stores	47	22 220	2 324	532	191	5.5	6.8
4482105	Athletic footwear stores	10	8 991	792	183	56	2.9	—
4483	Jewelry, luggage, & leather goods stores	101	53 308	7 446	1 670	666	24.9	9.2
44831	Jewelry stores	100	D	D	D	f	D	D
448310	Jewelry stores	100	D	D	D	f	D	D
451	Sporting goods, hobby, book, & music stores	177	65 675	8 826	2 132	906	12.3	6.0
4511	Sporting goods, hobby, & musical instrument stores ..	109	35 819	5 044	1 253	513	17.2	7.4
4512	Book, periodical, & music stores	68	29 856	3 782	879	393	6.4	4.2
45121	Book stores & news dealers	49	10 798	1 496	333	168	9.5	9.8
4512111	Book stores, general	35	D	D	D	c	D	D
45122	Prerecorded tape, compact disc, & record stores ..	19	19 058	2 286	546	225	4.7	1.1
451220	Prerecorded tape, compact disc, & record stores ..	19	19 058	2 286	546	225	4.7	1.1
452	General merchandise stores	147	790 520	72 733	18 126	6 280	2.3	.6
4521	Department stores (incl leased depts) ##	30	655 697	N	N	N	—	—
45211	Department stores (incl leased depts) ##	30	655 697	N	N	N	—	—
4521	Department stores (excl leased depts)	30	648 056	58 243	14 589	5 075	—	—
45211	Department stores (excl leased depts)	30	648 056	58 243	14 589	5 075	—	—
452110	Department stores (excl leased depts)	30	648 056	58 243	14 589	5 075	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	24	580 463	50 450	12 733	4 499	—	—
4529	Other general merchandise stores	117	142 464	14 490	3 537	1 205	13.0	3.3
45299	All other general merchandise stores	116	D	D	D	g	D	D
452990	All other general merchandise stores	116	D	D	D	g	D	D
4529901	Variety stores	39	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores	76	D	D	D	f	D	D
453	Miscellaneous store retailers	417	226 285	27 758	5 946	1 879	15.9	6.8
4531	Florists	68	D	D	D	e	D	D
45311	Florists	68	D	D	D	e	D	D
453110	Florists	68	D	D	D	e	D	D
4532	Office supplies, stationery, & gift stores	150	56 240	10 354	2 275	782	16.6	4.6
45321	Office supplies & stationery stores	20	13 576	2 645	686	152	4.4	—
453210	Office supplies & stationery stores	20	13 576	2 645	686	152	4.4	—
4532101	Stationery stores	2	D	D	D	a	D	D
4532102	Office supplies stores	18	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores	130	42 664	7 709	1 589	630	20.5	6.1
453220	Gift, novelty, & souvenir stores	130	42 664	7 709	1 589	630	20.5	6.1
4533	Used merchandise stores	44	6 321	1 404	301	133	20.8	33.0
45331	Used merchandise stores	44	6 321	1 404	301	133	20.8	33.0
453310	Used merchandise stores	44	6 321	1 404	301	133	20.8	33.0

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—Con.							
44-45	Retail trade—Con.							
453	Miscellaneous store retailers—Con.							
4539	Other miscellaneous store retailers	155	D	D	D	f	D	D
45391	Pet & pet supplies stores	16	5 412	665	165	53	17.0	.3
453910	Pet & pet supplies stores	16	5 412	665	165	53	17.0	.3
45392	Art dealers	45	13 836	1 775	345	118	31.9	14.9
453920	Art dealers	45	13 836	1 775	345	118	31.9	14.9
45393	Manufactured (mobile) home dealers	44	119 572	9 857	1 986	373	11.0	6.0
453930	Manufactured (mobile) home dealers	44	119 572	9 857	1 986	373	11.0	6.0
45399	All other miscellaneous store retailers	50	D	D	D	c	D	D
454	Nonstore retailers	143	142 992	14 664	3 613	776	6.2	3.8
4543	Direct selling establishments	120	D	D	D	f	D	D
45431	Fuel dealers	85	D	D	D	f	D	D
454311	Heating oil dealers	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	76	D	D	D	e	D	D
454319	Other fuel dealers	3	D	D	D	a	D	D
45439	Other direct selling establishments	35	19 531	2 907	676	149	5.3	4.1
454390	Other direct selling establishments	35	19 531	2 907	676	149	5.3	4.1

Data for this line not included in broader kind-of-business totals.

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								
44-45	Retail trade	2 307	6 497 655	623 628	146 192	34 361	7.5	4.7
441	Motor vehicle & parts dealers	253	1 808 062	143 329	32 479	4 874	17.9	5.3
4411	Automobile dealers	101	1 545 945	106 130	23 872	3 256	20.3	5.6
44111	New car dealers	44	1 442 769	100 953	22 374	3 018	18.5	5.2
441110	New car dealers	44	1 442 769	100 953	22 374	3 018	18.5	5.2
44112	Used car dealers	57	103 176	5 177	1 498	238	46.3	11.8
441120	Used car dealers	57	103 176	5 177	1 498	238	46.3	11.8
4412	Other motor vehicle dealers	30	D	D	D	e	D	D
44121	Recreational vehicle dealers	13	45 936	4 652	1 090	181	4.7	3.2
441210	Recreational vehicle dealers	13	45 936	4 652	1 090	181	4.7	3.2
44122	Motorcycle, boat, & other motor vehicle dealers	17	D	D	D	c	D	D
441221	Motorcycle dealers	10	D	D	D	c	D	D
441222	Boat dealers	4	D	D	D	a	D	D
441229	All other motor vehicle dealers	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	122	D	D	D	g	D	D
44131	Automotive parts & accessories stores	83	120 587	19 198	4 633	926	2.7	5.3
441310	Automotive parts & accessories stores	83	120 587	19 198	4 633	926	2.7	5.3
44132	Tire dealers	39	D	D	D	e	D	D
441320	Tire dealers	39	D	D	D	e	D	D
442	Furniture & home furnishings stores	155	226 032	37 706	9 122	1 988	6.0	6.5
4421	Furniture stores	52	132 805	22 796	5 591	1 087	3.5	6.3
44211	Furniture stores	52	132 805	22 796	5 591	1 087	3.5	6.3
442110	Furniture stores	52	132 805	22 796	5 591	1 087	3.5	6.3
4422	Home furnishings stores	103	93 227	14 910	3 531	901	9.5	6.9
44221	Floor covering stores	37	D	D	D	f	D	D
442210	Floor covering stores	37	D	D	D	f	D	D
44229	Other home furnishings stores	66	D	D	D	e	D	D
442291	Window treatment stores	9	D	D	D	b	D	D
442299	All other home furnishings stores	57	32 721	5 284	1 209	365	15.0	7.1
443	Electronics & appliance stores	107	D	D	D	g	D	D
4431	Electronics & appliance stores	107	D	D	D	g	D	D
44311	Appliance, television, & other electronics stores	52	D	D	D	f	D	D
443111	Household appliance stores	12	D	D	D	c	D	D
443112	Radio, television, & other electronics stores	40	D	D	D	f	D	D
44312	Computer & software stores	44	D	D	D	e	D	D
443120	Computer & software stores	44	D	D	D	e	D	D
44313	Camera & photographic supplies stores	11	D	D	D	b	D	D
443130	Camera & photographic supplies stores	11	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	175	610 939	74 733	17 430	3 013	1.6	1.1
4441	Building material & supplies dealers	159	600 240	73 293	17 122	2 899	1.3	1.1
44411	Home centers	14	D	D	D	g	D	D
444110	Home centers	14	D	D	D	g	D	D
44412	Paint & wallpaper stores	20	D	D	D	b	D	D
444120	Paint & wallpaper stores	20	D	D	D	b	D	D
44413	Hardware stores	12	D	D	D	c	D	D
444130	Hardware stores	12	D	D	D	c	D	D
44419	Other building material dealers	113	390 003	51 721	11 957	1 639	1.9	1.7
444190	Other building material dealers	113	390 003	51 721	11 957	1 639	1.9	1.7
4442	Lawn & garden equipment & supplies stores	16	10 699	1 440	308	114	15.7	.3
44422	Nursery & garden centers	13	D	D	D	b	D	D
444220	Nursery & garden centers	13	D	D	D	b	D	D
445	Food & beverage stores	157	662 993	74 076	17 668	4 286	3.2	2.5
4451	Grocery stores	81	598 472	65 866	15 829	3 618	1.5	1.1
44511	Supermarkets & other grocery (except convenience) stores	71	593 233	65 249	15 678	3 572	1.4	1.1
445110	Supermarkets & other grocery (except convenience) stores	71	593 233	65 249	15 678	3 572	1.4	1.1
4452	Specialty food stores	37	20 242	3 467	756	225	12.8	2.2
4453	Beer, wine, & liquor stores	39	44 279	4 743	1 083	443	20.8	22.4
44531	Beer, wine, & liquor stores	39	44 279	4 743	1 083	443	20.8	22.4
445310	Beer, wine, & liquor stores	39	44 279	4 743	1 083	443	20.8	22.4
446	Health & personal care stores	169	292 378	38 947	9 143	2 509	3.6	7.6
4461	Health & personal care stores	169	292 378	38 947	9 143	2 509	3.6	7.6
44611	Pharmacies & drug stores	66	244 936	30 424	7 041	2 015	2.7	5.9
446110	Pharmacies & drug stores	66	244 936	30 424	7 041	2 015	2.7	5.9
4461101	Pharmacies & drug stores	62	243 257	30 009	6 934	1 992	2.7	6.0
4461102	Proprietary stores	4	1 679	415	107	23	-	-
44612	Cosmetics, beauty supplies, & perfume stores	27	D	D	D	c	D	D
446120	Cosmetics, beauty supplies, & perfume stores	27	D	D	D	c	D	D
44613	Optical goods stores	45	D	D	D	c	D	D
446130	Optical goods stores	45	D	D	D	c	D	D
44619	Other health & personal care stores	31	D	D	D	c	D	D
446191	Food (health) supplement stores	15	D	D	D	b	D	D
446199	All other health & personal care stores	16	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
BERNALILLO COUNTY, NM—Con.								
44-45 Retail trade—Con.								
447	Gasoline stations	233	436 526	25 064	6 115	1 805	2.1	9.2
4471	Gasoline stations	233	436 526	25 064	6 115	1 805	2.1	9.2
44711	Gasoline stations with convenience stores	173	309 426	17 290	4 163	1 260	.9	3.2
447110	Gasoline stations with convenience stores	173	309 426	17 290	4 163	1 260	.9	3.2
44719	Other gasoline stations	60	127 100	7 774	1 952	545	5.2	23.8
447190	Other gasoline stations	60	127 100	7 774	1 952	545	5.2	23.8
448	Clothing & clothing accessories stores	357	260 072	34 103	7 833	2 670	8.6	7.9
4481	Clothing stores	204	162 303	18 878	4 475	1 808	8.0	8.0
44811	Men's clothing stores	18	D	D	D	c	D	D
448110	Men's clothing stores	18	D	D	D	c	D	D
44812	Women's clothing stores	81	42 243	5 595	1 375	549	15.0	13.7
448120	Women's clothing stores	81	42 243	5 595	1 375	549	15.0	13.7
44813	Children's & infants' clothing stores	9	D	D	D	b	D	D
448130	Children's & infants' clothing stores	9	D	D	D	b	D	D
44814	Family clothing stores	50	82 356	7 909	1 851	786	6.6	2.2
448140	Family clothing stores	50	82 356	7 909	1 851	786	6.6	2.2
44815	Clothing accessories stores	12	3 210	557	144	68	3.0	—
448150	Clothing accessories stores	12	3 210	557	144	68	3.0	—
44819	Other clothing stores	34	15 539	2 032	430	198	6.1	11.6
448190	Other clothing stores	34	15 539	2 032	430	198	6.1	11.6
4482	Shoe stores	56	42 675	5 669	1 156	345	5.2	7.5
44821	Shoe stores	56	42 675	5 669	1 156	345	5.2	7.5
448210	Shoe stores	56	42 675	5 669	1 156	345	5.2	7.5
4482101	Men's shoe stores	5	D	D	D	a	D	D
4482102	Women's shoe stores	9	5 287	1 116	373	102	42.3	21.9
4482103	Children's & juveniles' shoe stores	2	D	D	D	a	D	D
4482104	Family shoe stores	29	D	D	D	c	D	D
4482105	Athletic footwear stores	11	19 712	2 246	247	82	—	—
4483	Jewelry, luggage, & leather goods stores	97	55 094	9 556	2 202	517	12.8	8.2
44831	Jewelry stores	91	D	D	D	e	D	D
448310	Jewelry stores	91	D	D	D	e	D	D
44832	Luggage & leather goods stores	6	D	D	D	b	D	D
448320	Luggage & leather goods stores	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	181	D	D	D	g	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	123	D	D	D	g	D	D
45111	Sporting goods stores	69	D	D	D	f	D	D
451110	Sporting goods stores	69	D	D	D	f	D	D
4511101	General-line sporting goods stores	21	31 680	3 148	786	288	24.3	2.7
4511102	Specialty-line sporting goods stores	48	D	D	D	e	D	D
45112	Hobby, toy, & game stores	26	42 077	4 316	981	330	2.1	.6
451120	Hobby, toy, & game stores	26	42 077	4 316	981	330	2.1	.6
45113	Sewing, needlework, & piece goods stores	16	8 655	1 361	381	173	12.6	—
451130	Sewing, needlework, & piece goods stores	16	8 655	1 361	381	173	12.6	—
45114	Musical instrument & supplies stores	12	D	D	D	b	D	D
451140	Musical instrument & supplies stores	12	D	D	D	b	D	D
4512	Book, periodical, & music stores	58	D	D	D	f	D	D
45121	Book stores & news dealers	37	D	D	D	e	D	D
451211	Book stores	33	D	D	D	e	D	D
4512111	Book stores, general	18	D	D	D	e	D	D
4512112	Specialty book stores	9	D	D	D	b	D	D
4512113	College book stores	6	7 634	939	312	61	—	14.8
451212	News dealers & newsstands	4	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	21	D	D	D	e	D	D
451220	Prerecorded tape, compact disc, & record stores ...	21	D	D	D	e	D	D
452	General merchandise stores	53	901 910	79 906	19 726	6 165	.2	3.4
4521	Department stores (incl leased depts) ##	23	D	N	N	N	D	D
45211	Department stores (incl leased depts) ##	23	D	N	N	N	D	D
4521	Department stores (excl leased depts)	23	D	D	D	i	D	D
45211	Department stores (excl leased depts)	23	D	D	D	i	D	D
452110	Department stores (excl leased depts)	23	D	D	D	i	D	D
4521101	Conventional department stores (excl leased depts)	7	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	11	D	D	D	h	D	D
4521103	National chain department stores (excl leased depts)	5	D	D	D	g	D	D
4529	Other general merchandise stores	30	D	D	D	f	D	D
45291	Warehouse clubs & superstores	2	D	D	D	f	D	D
452910	Warehouse clubs & superstores	2	D	D	D	f	D	D
45299	All other general merchandise stores	28	D	D	D	e	D	D
452990	All other general merchandise stores	28	D	D	D	e	D	D
4529902	Catalog showrooms	2	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	18	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
BERNALILLO COUNTY, NM—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	386	D	D	D	h	D	D
4531	Florists	41	10 374	2 088	489	215	31.2	6.0
45311	Florists	41	10 374	2 088	489	215	31.2	6.0
453110	Florists	41	10 374	2 088	489	215	31.2	6.0
4532	Office supplies, stationery, & gift stores	141	104 038	12 846	2 917	1 032	8.3	4.8
45321	Office supplies & stationery stores	17	49 037	4 417	1 176	302	1.0	1.7
453210	Office supplies & stationery stores	17	49 037	4 417	1 176	302	1.0	1.7
4532102	Office supplies stores	16	D	D	D	e	D	D
45322	Gift, novelty, & souvenir stores	124	55 001	8 429	1 741	730	14.8	7.5
453220	Gift, novelty, & souvenir stores	124	55 001	8 429	1 741	730	14.8	7.5
4533	Used merchandise stores	45	D	D	D	e	D	D
45331	Used merchandise stores	45	D	D	D	e	D	D
453310	Used merchandise stores	45	D	D	D	e	D	D
4539	Other miscellaneous store retailers	159	D	D	D	g	D	D
45391	Pet & pet supplies stores	22	D	D	D	c	D	D
453910	Pet & pet supplies stores	22	D	D	D	c	D	D
45392	Art dealers	29	6 216	1 032	271	73	26.0	25.1
453920	Art dealers	29	6 216	1 032	271	73	26.0	25.1
45393	Manufactured (mobile) home dealers	31	124 690	9 239	2 022	328	6.1	21.8
453930	Manufactured (mobile) home dealers	31	124 690	9 239	2 022	328	6.1	21.8
45399	All other miscellaneous store retailers	77	D	D	D	e	D	D
454	Nonstore retailers	81	533 707	27 684	6 058	1 242	2.6	.4
4541	Electronic shopping & mail-order houses	24	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses	24	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses	24	D	D	D	f	D	D
4542	Vending machine operators	20	9 513	1 311	317	73	52.5	3.7
45421	Vending machine operators	20	9 513	1 311	317	73	52.5	3.7
454210	Vending machine operators	20	9 513	1 311	317	73	52.5	3.7
4543	Direct selling establishments	37	D	D	D	e	D	D
45431	Fuel dealers	11	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	10	D	D	D	b	D	D
45439	Other direct selling establishments	26	19 416	4 666	1 320	263	4.6	.8
454390	Other direct selling establishments	26	19 416	4 666	1 320	263	4.6	.8
CATRON COUNTY, NM								
44-45	Retail trade	12	3 148	339	75	37	50.8	10.9
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	3	679	104	14	10	D	38.4
452	General merchandise stores	5	1 664	179	47	21	58.5	—
454	Nonstore retailers	1	D	D	D	a	D	D
CHAVES COUNTY, NM								
44-45	Retail trade	269	411 020	40 478	9 727	2 702	10.0	6.8
441	Motor vehicle & parts dealers	38	73 308	6 273	1 408	297	9.5	6.7
44112	Used car dealers	9	19 096	952	216	43	6.6	1.3
441120	Used car dealers	9	19 096	952	216	43	6.6	1.3
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	17	D	D	D	c	D	D
44131	Automotive parts & accessories stores	13	8 403	1 350	321	76	12.4	2.7
441310	Automotive parts & accessories stores	13	8 403	1 350	321	76	12.4	2.7
442	Furniture & home furnishings stores	14	9 850	1 549	397	101	30.9	9.4
4421	Furniture stores	9	7 083	1 222	317	79	25.2	10.3
44211	Furniture stores	9	7 083	1 222	317	79	25.2	10.3
442110	Furniture stores	9	7 083	1 222	317	79	25.2	10.3
4422	Home furnishings stores	5	2 767	327	80	22	45.3	7.2
443	Electronics & appliance stores	7	2 950	436	104	29	40.2	—
4431	Electronics & appliance stores	7	2 950	436	104	29	40.2	—
44312	Computer & software stores	4	1 380	180	39	9	33.5	—
443120	Computer & software stores	4	1 380	180	39	9	33.5	—

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
CHAVES COUNTY, NM—Con.								
44-45	Retail trade—Con.							
444	Building material & garden equipment & supplies dealers	29	49 434	5 114	1 115	254	7.9	2.1
4441	Building material & supplies dealers	21	32 852	3 580	806	185	11.1	2.2
44419	Other building material dealers	14	25 697	2 623	575	133	8.4	2.8
444190	Other building material dealers	14	25 697	2 623	575	133	8.4	2.8
4442	Lawn & garden equipment & supplies stores	8	16 582	1 534	309	69	1.5	2.0
44422	Nursery & garden centers	6	D	D	D	b	D	D
444220	Nursery & garden centers	6	D	D	D	b	D	D
445	Food & beverage stores	32	72 238	7 435	1 691	454	1.2	19.6
4451	Grocery stores	24	D	D	D	e	D	D
44512	Convenience stores	11	D	D	D	b	D	D
445120	Convenience stores	11	D	D	D	b	D	D
4452	Specialty food stores	5	D	D	D	a	D	D
446	Health & personal care stores	15	20 952	2 251	499	172	27.3	1.2
4461	Health & personal care stores	15	20 952	2 251	499	172	27.3	1.2
447	Gasoline stations	38	49 300	3 170	761	235	27.6	2.0
4471	Gasoline stations	38	49 300	3 170	761	235	27.6	2.0
44711	Gasoline stations with convenience stores	15	19 604	1 268	285	83	—	—
447110	Gasoline stations with convenience stores	15	19 604	1 268	285	83	—	—
44719	Other gasoline stations	23	29 696	1 902	476	152	45.8	3.4
447190	Other gasoline stations	23	29 696	1 902	476	152	45.8	3.4
448	Clothing & clothing accessories stores	33	21 224	2 405	551	210	8.3	15.0
4481	Clothing stores	21	14 303	1 688	383	147	10.0	2.4
4483	Jewelry, luggage, & leather goods stores	6	4 291	404	91	39	7.8	52.2
451	Sporting goods, hobby, book, & music stores	15	5 497	753	171	88	16.4	5.6
4512	Book, periodical, & music stores	6	3 628	484	103	53	12.9	—
4512112	Specialty book stores	3	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores	2	D	D	D	b	D	D
452	General merchandise stores	11	77 426	7 534	2 159	617	1.4	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	D	D	D	e	D	D
45299	All other general merchandise stores	7	5 616	611	125	62	19.7	—
452990	All other general merchandise stores	7	5 616	611	125	62	19.7	—
4529903	Miscellaneous general merchandise stores	5	D	D	D	b	D	D
453	Miscellaneous store retailers	26	13 002	1 705	402	145	15.6	5.9
4532	Office supplies, stationery, & gift stores	8	3 174	447	114	37	31.9	—
45321	Office supplies & stationery stores	2	D	D	D	a	D	D
453210	Office supplies & stationery stores	2	D	D	D	a	D	D
4532102	Office supplies stores	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45391	Pet & pet supplies stores	2	D	D	D	a	D	D
453910	Pet & pet supplies stores	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	11	15 839	1 853	469	100	—	7.8
4543	Direct selling establishments	9	D	D	D	b	D	D
45431	Fuel dealers	7	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	6	10 244	874	235	45	—	1.2
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D
CIBOLA COUNTY, NM								
44-45	Retail trade	77	149 335	11 303	2 642	809	17.9	6.4
441	Motor vehicle & parts dealers	11	34 796	2 572	615	118	61.8	1.9
442	Furniture & home furnishings stores	4	600	52	7	5	28.3	6.5
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	7 276	725	139	66	—	—
4441	Building material & supplies dealers	5	D	D	D	b	D	D
445	Food & beverage stores	5	D	D	D	c	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	20	53 701	2 283	512	192	2.8	1.1
4471	Gasoline stations	20	53 701	2 283	512	192	2.8	1.1
44719	Other gasoline stations	7	38 494	1 206	274	113	—	1.6
447190	Other gasoline stations	7	38 494	1 206	274	113	—	1.6
448	Clothing & clothing accessories stores	7	1 990	221	28	13	12.0	31.3
451	Sporting goods, hobby, book, & music stores	5	778	149	31	20	86.2	—

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
CIBOLA COUNTY, NM—Con.								
44-45 Retail trade—Con.								
452	General merchandise stores	5	6 820	830	191	77	7.2	—
45299	All other general merchandise stores	5	6 820	830	191	77	7.2	—
452990	All other general merchandise stores	5	6 820	830	191	77	7.2	—
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	4	2 846	406	79	41	2.4	—
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	b	D	D
COLFAX COUNTY, NM								
44-45	Retail trade	95	104 594	9 135	2 024	606	25.3	1.4
441	Motor vehicle & parts dealers	10	20 577	1 810	420	84	77.0	.6
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	9	13 588	1 246	259	64	.5	—
4441	Building material & supplies dealers	8	D	D	D	b	D	D
44419	Other building material dealers	4	11 354	862	162	34	—	—
444190	Other building material dealers	4	11 354	862	162	34	—	—
445	Food & beverage stores	9	D	D	D	c	D	D
446	Health & personal care stores	4	4 121	389	87	21	32.5	—
447	Gasoline stations	26	31 791	1 751	416	128	10.5	—
44711	Gasoline stations with convenience stores	18	18 820	1 069	260	76	12.7	—
447110	Gasoline stations with convenience stores	18	18 820	1 069	260	76	12.7	—
448	Clothing & clothing accessories stores	10	2 743	405	77	32	7.3	11.0
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	5	8 801	851	196	94	2.0	2.3
453	Miscellaneous store retailers	12	1 684	169	37	21	71.7	23.8
454	Nonstore retailers	4	2 641	244	61	21	—	10.8
CURRY COUNTY, NM								
44-45	Retail trade	235	342 641	34 562	8 238	2 455	10.6	7.0
441	Motor vehicle & parts dealers	37	105 553	8 976	2 086	391	12.2	14.8
4411	Automobile dealers	17	89 913	6 574	1 586	271	11.5	16.3
4412	Other motor vehicle dealers	3	3 337	363	80	20	D	—
4413	Automotive parts, accessories, & tire stores	17	12 303	2 039	420	100	13.9	7.6
44131	Automotive parts & accessories stores	14	8 711	1 560	315	76	19.6	10.8
441310	Automotive parts & accessories stores	14	8 711	1 560	315	76	19.6	10.8
442	Furniture & home furnishings stores	17	8 984	1 508	358	108	25.5	1.5
4421	Furniture stores	11	4 922	765	181	64	28.8	2.8
44211	Furniture stores	11	4 922	765	181	64	28.8	2.8
442110	Furniture stores	11	4 922	765	181	64	28.8	2.8
4422	Home furnishings stores	6	4 062	743	177	44	21.5	—
44229	Other home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	11	3 718	375	94	34	15.3	5.1
4431	Electronics & appliance stores	11	3 718	375	94	34	15.3	5.1
44311	Appliance, television, & other electronics stores	8	2 917	312	77	26	19.5	6.5
443112	Radio, television, & other electronics stores	6	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	23	30 872	4 008	918	219	20.0	8.7
4441	Building material & supplies dealers	15	18 704	2 604	631	142	12.5	.9
44419	Other building material dealers	8	12 921	1 793	442	81	10.0	—
444190	Other building material dealers	8	12 921	1 793	442	81	10.0	—
4442	Lawn & garden equipment & supplies stores	8	12 168	1 404	287	77	31.5	20.8
44422	Nursery & garden centers	7	D	D	D	b	D	D
444220	Nursery & garden centers	7	D	D	D	b	D	D
445	Food & beverage stores	24	54 069	5 442	1 296	349	.1	4.4
4451	Grocery stores	18	D	D	D	e	D	D
44512	Convenience stores	12	D	D	D	b	D	D
445120	Convenience stores	12	D	D	D	b	D	D
4452	Specialty food stores	2	D	D	D	a	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—Con.								
44-45	Retail trade—Con.							
446	Health & personal care stores	17	15 124	1 749	387	114	21.7	5.8
4461	Health & personal care stores	17	15 124	1 749	387	114	21.7	5.8
44612	Cosmetics, beauty supplies, & perfume stores	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	2	D	D	D	a	D	D
44619	Other health & personal care stores	6	2 581	362	85	26	65.2	20.8
446191	Food (health) supplement stores	4	D	D	D	a	D	D
447	Gasoline stations	17	18 476	1 087	265	135	37.4	5.2
448	Clothing & clothing accessories stores	33	22 096	2 856	617	368	10.4	3.3
4481	Clothing stores	21	15 233	1 850	420	208	11.4	.8
4483	Jewelry, luggage, & leather goods stores	6	3 516	561	116	131	16.2	—
451	Sporting goods, hobby, book, & music stores	13	7 619	887	223	103	2.0	1.9
4511	Sporting goods, hobby, & musical instrument stores ..	8	4 912	637	163	75	1.8	2.9
4512	Book, periodical, & music stores	5	2 707	250	60	28	2.3	—
4512112	Specialty book stores	1	D	D	D	a	D	D
451212	News dealers & newsstands	1	D	D	D	a	D	D
452	General merchandise stores	7	66 405	6 017	1 582	522	1.2	—
453	Miscellaneous store retailers	28	6 556	1 070	269	81	11.5	5.9
45321	Office supplies & stationery stores	2	D	D	D	a	D	D
453210	Office supplies & stationery stores	2	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	12	3 557	512	120	35	3.9	6.8
45399	All other miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	8	3 169	587	143	31	—	.2
DEBACA COUNTY, NM								
44-45	Retail trade	13	8 692	759	180	59	37.5	1.7
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	3	3 107	362	89	26	D	—
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
DONA ANA COUNTY, NM								
44-45	Retail trade	511	1 059 144	98 131	23 520	6 266	4.8	11.0
441	Motor vehicle & parts dealers	69	292 401	21 847	5 200	926	2.6	18.4
4412	Other motor vehicle dealers	11	36 664	2 471	471	93	1.7	4.6
44121	Recreational vehicle dealers	7	D	D	D	b	D	D
441210	Recreational vehicle dealers	7	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	4	D	D	D	a	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
442	Furniture & home furnishings stores	28	23 410	4 530	1 022	234	22.8	3.2
4421	Furniture stores	13	12 653	2 149	546	110	12.4	6.0
44211	Furniture stores	13	12 653	2 149	546	110	12.4	6.0
442110	Furniture stores	13	12 653	2 149	546	110	12.4	6.0
4422	Home furnishings stores	15	10 757	2 381	476	124	35.1	—
443	Electronics & appliance stores	18	9 973	1 545	361	89	15.0	—
4431	Electronics & appliance stores	18	9 973	1 545	361	89	15.0	—
444	Building material & garden equipment & supplies dealers	44	132 388	12 399	3 316	619	2.9	26.4
4441	Building material & supplies dealers	36	100 271	10 450	2 792	542	3.0	32.8
44419	Other building material dealers	23	79 647	8 487	2 319	364	.3	41.3
444190	Other building material dealers	23	79 647	8 487	2 319	364	.3	41.3
4442	Lawn & garden equipment & supplies stores	8	32 117	1 949	524	77	2.5	6.1
44422	Nursery & garden centers	7	D	D	D	b	D	D
444220	Nursery & garden centers	7	D	D	D	b	D	D
445	Food & beverage stores	66	159 239	15 823	4 015	1 044	2.1	6.7
446	Health & personal care stores	36	42 608	5 179	1 196	329	14.1	2.9
4461	Health & personal care stores	36	42 608	5 179	1 196	329	14.1	2.9

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	
DONA ANA COUNTY, NM—Con.									
44-45 Retail trade—Con.									
447	Gasoline stations	52	109 752	5 324	1 310	488	3.3	6.1	
44719	Other gasoline stations	25	70 945	3 471	854	320	2.5	8.2	
447190	Other gasoline stations	25	70 945	3 471	854	320	2.5	8.2	
448	Clothing & clothing accessories stores	74	38 440	4 924	1 149	436	5.1	3.9	
4481	Clothing stores	45	20 262	2 579	595	276	6.7	4.8	
4482105	Athletic footwear stores	3	D	D	D	b	D	D	
451	Sporting goods, hobby, book, & music stores	29	25 202	2 625	660	224	14.0	—	
4511	Sporting goods, hobby, & musical instrument stores ..	17	14 846	1 470	346	121	21.8	—	
4512	Book, periodical, & music stores	12	10 356	1 155	314	103	2.8	—	
452	General merchandise stores	13	160 110	15 609	3 424	1 372	.1	1.4	
45299	All other general merchandise stores	5	10 172	957	223	116	1.5	22.3	
452990	All other general merchandise stores	5	10 172	957	223	116	1.5	22.3	
453	Miscellaneous store retailers	64	51 940	6 221	1 345	381	25.0	8.8	
4532	Office supplies, stationery, & gift stores	20	11 861	1 981	402	135	11.6	22.5	
45321	Office supplies & stationery stores	5	7 044	1 074	214	53	—	37.3	
453210	Office supplies & stationery stores	5	7 044	1 074	214	53	—	37.3	
4532102	Office supplies stores	5	7 044	1 074	214	53	—	37.3	
4539	Other miscellaneous store retailers	28	37 425	3 718	816	186	30.3	2.4	
45393	Manufactured (mobile) home dealers	10	31 973	2 808	612	99	34.9	—	
453930	Manufactured (mobile) home dealers	10	31 973	2 808	612	99	34.9	—	
454	Nonstore retailers	18	13 681	2 105	522	124	5.5	—	
4543	Direct selling establishments	16	D	D	D	c	D	D	
454319	Other fuel dealers	1	D	D	D	a	D	D	
EDDY COUNTY, NM									
44-45	Retail trade	232	372 716	38 875	8 860	2 312	15.0	1.0	
441	Motor vehicle & parts dealers	29	93 663	7 758	1 723	319	35.1	1.0	
4411	Automobile dealers	12	78 820	5 175	1 162	206	39.8	.2	
4413	Automotive parts, accessories, & tire stores	15	D	D	D	c	D	D	
44131	Automotive parts & accessories stores	10	D	D	D	b	D	D	
441310	Automotive parts & accessories stores	10	D	D	D	b	D	D	
44132	Tire dealers	5	7 438	1 672	324	60	6.2	—	
441320	Tire dealers	5	7 438	1 672	324	60	6.2	—	
442	Furniture & home furnishings stores	14	9 697	1 651	438	111	27.1	—	
4421	Furniture stores	7	6 994	1 329	360	86	13.7	—	
44211	Furniture stores	7	6 994	1 329	360	86	13.7	—	
442110	Furniture stores	7	6 994	1 329	360	86	13.7	—	
4422	Home furnishings stores	7	2 703	322	78	25	61.9	—	
44229	Other home furnishings stores	4	1 682	281	68	22	63.6	—	
443	Electronics & appliance stores	9	3 672	544	131	30	26.0	—	
4431	Electronics & appliance stores	9	3 672	544	131	30	26.0	—	
44312	Computer & software stores	3	1 651	248	61	17	D	—	
443120	Computer & software stores	3	1 651	248	61	17	D	—	
444	Building material & garden equipment & supplies dealers	17	20 363	2 187	422	114	23.0	2.7	
4441	Building material & supplies dealers	14	16 439	1 709	330	98	28.5	.8	
4442	Lawn & garden equipment & supplies stores	3	3 924	478	92	16	—	10.6	
44422	Nursery & garden centers	3	3 924	478	92	16	—	10.6	
444220	Nursery & garden centers	3	3 924	478	92	16	—	10.6	
445	Food & beverage stores	33	80 778	9 448	2 078	470	5.2	.2	
4451	Grocery stores	30	D	D	D	e	D	D	
44512	Convenience stores	16	D	D	D	b	D	D	
445120	Convenience stores	16	D	D	D	b	D	D	
4452	Specialty food stores	2	D	D	D	a	D	D	
446	Health & personal care stores	11	16 440	2 616	620	115	24.3	2.7	
4461	Health & personal care stores	11	16 440	2 616	620	115	24.3	2.7	
447	Gasoline stations	41	43 443	3 517	847	248	5.1	—	
4471	Gasoline stations	41	43 443	3 517	847	248	5.1	—	
44711	Gasoline stations with convenience stores	15	22 086	1 490	344	116	—	—	
447110	Gasoline stations with convenience stores	15	22 086	1 490	344	116	—	—	
44719	Other gasoline stations	26	21 357	2 027	503	132	10.4	—	
447190	Other gasoline stations	26	21 357	2 027	503	132	10.4	—	
448	Clothing & clothing accessories stores	23	14 334	1 716	374	153	7.5	2.6	
4481	Clothing stores	15	11 609	1 416	314	123	1.5	2.5	
451	Sporting goods, hobby, book, & music stores	13	5 087	1 121	253	95	6.1	—	
4512	Book, periodical, & music stores	4	2 964	733	170	66	—	—	
452	General merchandise stores	7	55 943	5 107	1 254	470	—	2.0	

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
EDDY COUNTY, NM—Con.								
44-45 Retail trade—Con.								
453	Miscellaneous store retailers	28	15 183	2 133	464	139	18.4	.2
4532	Office supplies, stationery, & gift stores	10	6 969	1 491	331	83	4.4	.4
45321	Office supplies & stationery stores	4	3 033	552	129	28	—	—
453210	Office supplies & stationery stores	4	3 033	552	129	28	—	—
4532101	Stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	7	D	D	D	a	D	D
45391	Pet & pet supplies stores	2	D	D	D	a	D	D
453910	Pet & pet supplies stores	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	7	14 113	1 077	256	48	1.2	—
4543	Direct selling establishments	7	14 113	1 077	256	48	1.2	—
45431	Fuel dealers	4	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
GRANT COUNTY, NM								
44-45	Retail trade	125	190 358	17 940	4 161	1 165	25.1	7.3
441	Motor vehicle & parts dealers	14	45 378	3 519	830	152	71.2	13.2
442	Furniture & home furnishings stores	8	3 052	387	91	26	90.0	7.4
443	Electronics & appliance stores	5	2 981	370	87	23	10.6	44.0
4431	Electronics & appliance stores	5	2 981	370	87	23	10.6	44.0
44311	Appliance, television, & other electronics stores	4	D	D	D	a	D	D
443112	Radio, television, & other electronics stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	13	14 314	1 829	352	83	6.3	—
4441	Building material & supplies dealers	10	13 528	1 748	332	78	6.5	—
44419	Other building material dealers	6	10 363	1 138	235	57	5.3	—
444190	Other building material dealers	6	10 363	1 138	235	57	5.3	—
445	Food & beverage stores	8	46 536	4 160	954	219	9.6	4.7
446	Health & personal care stores	6	4 448	496	112	39	43.2	—
446191	Food (health) supplement stores	2	D	D	D	a	D	D
447	Gasoline stations	23	15 780	1 301	336	119	7.3	7.8
448	Clothing & clothing accessories stores	10	6 269	922	177	86	11.1	1.3
4481	Clothing stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	6	1 306	185	42	16	29.6	—
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	e	D	D
453	Miscellaneous store retailers	20	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	7	6 643	821	203	58	24.9	—
4541	Electronic shopping & mail-order houses	3	3 829	310	79	17	D	—
45411	Electronic shopping & mail-order houses	3	3 829	310	79	17	D	—
454110	Electronic shopping & mail-order houses	3	3 829	310	79	17	D	—
GUADALUPE COUNTY, NM								
44-45	Retail trade	27	31 983	3 473	790	333	27.8	3.0
441	Motor vehicle & parts dealers	3	493	58	19	5	—	—
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	12	21 897	2 230	512	241	19.9	4.4
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	2	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	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								
44-45	Retail trade	3	8 147	475	110	13	D	—
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
4543	Direct selling establishments	2	D	D	D	a	D	D
45431	Fuel dealers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D
HIDALGO COUNTY, NM								
44-45	Retail trade	36	49 304	3 672	835	238	40.1	11.0
441	Motor vehicle & parts dealers	4	13 569	1 093	210	30	98.3	—
444	Building material & garden equipment & supplies dealers	3	1 992	248	59	13	D	—
4441	Building material & supplies dealers	3	1 992	248	59	13	D	—
445	Food & beverage stores	8	7 555	816	207	72	39.4	27.4
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	14	23 120	1 037	247	94	4.0	14.2
44719	Other gasoline stations	8	20 861	820	195	72	4.5	8.3
447190	Other gasoline stations	8	20 861	820	195	72	4.5	8.3
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
LEA COUNTY, NM								
44-45	Retail trade	248	405 274	42 578	9 665	2 375	6.1	6.3
441	Motor vehicle & parts dealers	37	125 375	14 090	3 056	447	4.9	15.3
4411	Automobile dealers	14	102 930	9 543	2 344	289	1.6	18.3
4412	Other motor vehicle dealers	3	3 908	227	53	13	D	—
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	20	18 537	4 320	659	145	15.0	2.3
44131	Automotive parts & accessories stores	15	10 213	1 567	361	79	22.6	4.2
441310	Automotive parts & accessories stores	15	10 213	1 567	361	79	22.6	4.2
44132	Tire dealers	5	8 324	2 753	298	66	5.7	—
441320	Tire dealers	5	8 324	2 753	298	66	5.7	—
442	Furniture & home furnishings stores	14	12 194	1 837	360	88	17.4	5.7
4421	Furniture stores	8	9 842	1 448	250	65	18.0	1.9
44211	Furniture stores	8	9 842	1 448	250	65	18.0	1.9
442110	Furniture stores	8	9 842	1 448	250	65	18.0	1.9
443	Electronics & appliance stores	10	4 547	739	190	45	52.6	20.8
4431	Electronics & appliance stores	10	4 547	739	190	45	52.6	20.8
44311	Appliance, television, & other electronics stores	8	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	4	2 656	380	107	18	64.4	35.6
444	Building material & garden equipment & supplies dealers	18	21 831	2 360	528	102	3.6	1.9
4441	Building material & supplies dealers	12	20 194	2 214	497	85	1.6	1.1
44419	Other building material dealers	7	14 726	1 083	222	49	2.2	—
444190	Other building material dealers	7	14 726	1 083	222	49	2.2	—
445	Food & beverage stores	37	65 047	7 708	1 885	528	4.3	.2
4451	Grocery stores	26	D	D	D	e	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health & personal care stores	13	14 773	1 545	370	103	20.5	3.7
4461	Health & personal care stores	13	14 773	1 545	370	103	20.5	3.7
44612	Cosmetics, beauty supplies, & perfume stores	3	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	3	D	D	D	a	D	D
447	Gasoline stations	36	33 211	2 391	522	168	5.8	2.4
44711	Gasoline stations with convenience stores	24	29 668	2 155	471	149	2.7	2.0
447110	Gasoline stations with convenience stores	24	29 668	2 155	471	149	2.7	2.0
448	Clothing & clothing accessories stores	28	17 168	2 032	352	139	21.4	.8
4481	Clothing stores	19	13 390	1 542	256	100	19.6	1.1
4482101	Men's shoe stores	1	D	D	D	a	D	D

See footnotes at end of table.

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

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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
LEA COUNTY, NM—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, & music stores	10	4 236	723	181	63	9.9	18.3
4511	Sporting goods, hobby, & musical instrument stores . .	7	D	D	D	b	D	D
45114	Musical instrument & supplies stores	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores	2	D	D	D	a	D	D
4512	Book, periodical, & music stores	3	D	D	D	b	D	D
452	General merchandise stores	11	60 314	5 099	1 321	483	.3	1.2
45299	All other general merchandise stores	9	D	D	D	b	D	D
452990	All other general merchandise stores	9	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	4	4 274	516	137	48	3.9	—
453	Miscellaneous store retailers	23	13 128	2 381	486	135	9.2	9.3
4532	Office supplies, stationery, & gift stores	7	3 406	668	147	48	12.6	1.4
45321	Office supplies & stationery stores	2	D	D	D	b	D	D
453210	Office supplies & stationery stores	2	D	D	D	b	D	D
4532102	Office supplies stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	5	7 809	1 231	210	37	4.1	9.7
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
454	Nonstore retailers	11	33 450	1 673	414	74	.3	.2
4543	Direct selling establishments	10	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
45439	Other direct selling establishments	8	D	D	D	b	D	D
454390	Other direct selling establishments	8	D	D	D	b	D	D
LINCOLN COUNTY, NM								
44-45	Retail trade	148	149 077	15 123	3 175	1 079	14.5	4.0
441	Motor vehicle & parts dealers	7	24 122	1 605	377	61	6.2	.1
442	Furniture & home furnishings stores	12	5 809	691	138	40	72.0	1.9
4421	Furniture stores	6	2 895	303	53	14	96.1	3.9
44211	Furniture stores	6	2 895	303	53	14	96.1	3.9
442110	Furniture stores	6	2 895	303	53	14	96.1	3.9
4422	Home furnishings stores	6	2 914	388	85	26	48.1	—
443	Electronics & appliance stores	7	1 779	221	53	14	47.3	23.4
4431	Electronics & appliance stores	7	1 779	221	53	14	47.3	23.4
444	Building material & garden equipment & supplies dealers	15	16 967	1 799	407	89	6.7	9.2
4441	Building material & supplies dealers	14	D	D	D	b	D	D
44419	Other building material dealers	7	14 231	1 368	303	63	.2	—
444190	Other building material dealers	7	14 231	1 368	303	63	.2	—
445	Food & beverage stores	18	32 348	3 040	683	199	5.4	.5
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health & personal care stores	8	4 776	422	111	37	4.3	11.4
447	Gasoline stations	20	15 499	1 177	221	71	18.9	6.8
448	Clothing & clothing accessories stores	22	5 948	721	165	67	85.2	2.0
4481	Clothing stores	17	5 030	604	145	60	83.6	2.3
451	Sporting goods, hobby, book, & music stores	8	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	e	D	D
453	Miscellaneous store retailers	20	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	14	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
45392	Art dealers	3	D	D	D	a	D	D
453920	Art dealers	3	D	D	D	a	D	D
454	Nonstore retailers	9	5 636	838	213	36	10.2	26.4
4543	Direct selling establishments	7	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers . . .	5	3 332	594	161	29	14.3	44.6
454319	Other fuel dealers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
LOS ALAMOS COUNTY, NM								
44-45	Retail trade	59	74 087	7 989	1 933	555	4.9	1.6
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	4	1 339	192	39	16	46.3	1.3
444	Building material & garden equipment & supplies dealers	4	3 845	430	111	37	—	12.5
4441	Building material & supplies dealers	4	3 845	430	111	37	—	12.5
445	Food & beverage stores	4	38 998	3 803	917	200	3.5	—
446	Health & personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	9	12 993	1 009	248	99	—	—
448	Clothing & clothing accessories stores	6	2 081	386	98	32	27.2	.6
451	Sporting goods, hobby, book, & music stores	9	4 854	721	171	63	15.2	6.1
4512	Book, periodical, & music stores	5	3 241	424	92	37	14.7	—
45121	Book stores & news dealers	4	D	D	D	b	D	D
4512111	Book stores, general	3	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
45392	Art dealers	3	396	59	14	7	D	38.9
453920	Art dealers	3	396	59	14	7	D	38.9
454	Nonstore retailers	1	D	D	D	a	D	D
LUNA COUNTY, NM								
44-45	Retail trade	95	177 534	12 287	2 772	950	6.2	1.3
441	Motor vehicle & parts dealers	11	37 512	2 215	515	108	2.4	—
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	4	D	D	D	b	D	D
443	Electronics & appliance stores	4	1 051	139	34	11	5.1	15.0
444	Building material & garden equipment & supplies dealers	9	11 102	1 062	243	71	13.5	.7
4441	Building material & supplies dealers	6	9 346	929	215	59	11.9	.8
445	Food & beverage stores	10	40 176	3 383	769	265	.6	2.6
446	Health & personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	25	54 629	1 882	415	162	4.5	1.8
4471	Gasoline stations	25	54 629	1 882	415	162	4.5	1.8
44719	Other gasoline stations	15	42 620	1 407	303	110	4.2	—
447190	Other gasoline stations	15	42 620	1 407	303	110	4.2	—
448	Clothing & clothing accessories stores	7	2 592	316	53	17	39.2	—
451	Sporting goods, hobby, book, & music stores	3	292	22	5	4	D	—
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	4	2 046	367	84	18	39.1	—

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							From administrative records ¹	Estimated ²
MORA COUNTY, NM								
44-45	Retail trade	12	7 330	719	159	57	13.1	.7
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	b	D	D
447	Gasoline stations	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
454	Nonstore retailers	3	1 875	189	47	17	—	—
OTERO COUNTY, NM								
44-45	Retail trade	215	326 480	32 302	7 907	2 281	6.6	1.7
441	Motor vehicle & parts dealers	32	92 608	6 450	1 559	330	7.5	3.0
44112	Used car dealers	11	10 497	520	89	28	47.7	23.0
441120	Used car dealers	11	10 497	520	89	28	47.7	23.0
4412	Other motor vehicle dealers	5	6 618	462	95	20	8.6	—
44121	Recreational vehicle dealers	3	D	D	D	a	D	D
441210	Recreational vehicle dealers	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	12	9 938	1 408	341	92	13.4	3.8
44131	Automotive parts & accessories stores	8	6 928	938	232	62	4.1	5.5
441310	Automotive parts & accessories stores	8	6 928	938	232	62	4.1	5.5
442	Furniture & home furnishings stores	13	7 971	1 211	278	75	3.3	—
4421	Furniture stores	9	5 128	926	216	56	5.2	—
44211	Furniture stores	9	5 128	926	216	56	5.2	—
442110	Furniture stores	9	5 128	926	216	56	5.2	—
4422	Home furnishings stores	4	2 843	285	62	19	—	—
443	Electronics & appliance stores	11	4 691	797	201	41	23.3	1.7
4431	Electronics & appliance stores	11	4 691	797	201	41	23.3	1.7
44311	Appliance, television, & other electronics stores	9	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	5	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	17	26 469	3 320	757	176	4.9	—
4441	Building material & supplies dealers	15	D	D	D	c	D	D
44419	Other building material dealers	13	22 650	2 972	665	157	3.3	—
444190	Other building material dealers	13	22 650	2 972	665	157	3.3	—
445	Food & beverage stores	16	60 622	7 054	1 853	486	1.6	—
4451	Grocery stores	12	D	D	D	e	D	D
446	Health & personal care stores	11	9 470	1 158	257	85	29.1	6.5
4461	Health & personal care stores	11	9 470	1 158	257	85	29.1	6.5
447	Gasoline stations	33	41 398	3 137	735	261	2.4	.8
4471	Gasoline stations	33	41 398	3 137	735	261	2.4	.8
44711	Gasoline stations with convenience stores	18	26 323	1 886	432	173	2.1	1.3
447110	Gasoline stations with convenience stores	18	26 323	1 886	432	173	2.1	1.3
448	Clothing & clothing accessories stores	20	15 890	1 931	450	203	15.3	.8
4481	Clothing stores	11	12 625	1 464	331	130	9.3	1.0
451	Sporting goods, hobby, book, & music stores	9	5 426	522	130	72	6.3	—
4512	Book, periodical, & music stores	5	4 491	395	101	48	4.9	—
451212	News dealers & newsstands	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores	1	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores	1	D	D	D	b	D	D
452	General merchandise stores	10	47 756	4 150	1 096	376	1.4	—
45299	All other general merchandise stores	8	D	D	D	b	D	D
452990	All other general merchandise stores	8	D	D	D	b	D	D
453	Miscellaneous store retailers	33	9 644	1 721	405	137	31.8	10.7
4532	Office supplies, stationery, & gift stores	15	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
454	Nonstore retailers	10	4 535	851	186	39	16.3	14.3
4543	Direct selling establishments	10	4 535	851	186	39	16.3	14.3
454319	Other fuel dealers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
QUAY COUNTY, NM								
44-45	Retail trade	71	99 587	8 548	2 033	594	8.7	2.0
441	Motor vehicle & parts dealers	10	12 074	910	244	55	5.8	7.9
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	3 991	405	90	38	13.1	21.9
445	Food & beverage stores	9	14 649	1 622	368	113	9.9	—
446	Health & personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	20	43 939	2 666	606	215	6.1	—
4471	Gasoline stations	20	43 939	2 666	606	215	6.1	—
44719	Other gasoline stations	13	37 995	2 209	506	175	2.3	—
447190	Other gasoline stations	13	37 995	2 209	506	175	2.3	—
448	Clothing & clothing accessories stores	5	854	77	18	13	18.9	12.2
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
454	Nonstore retailers	3	1 007	132	38	9	—	6.0
RIO ARRIBA COUNTY, NM								
44-45	Retail trade	104	188 959	18 161	3 974	1 149	39.6	4.1
441	Motor vehicle & parts dealers	11	D	D	D	c	D	D
442	Furniture & home furnishings stores	3	D	D	D	a	D	D
443	Electronics & appliance stores	3	564	76	14	6	100.0	—
444	Building material & garden equipment & supplies dealers	9	35 560	5 381	1 040	294	76.2	—
4441	Building material & supplies dealers	7	D	D	D	e	D	D
44419	Other building material dealers	3	D	D	D	c	D	D
444190	Other building material dealers	3	D	D	D	c	D	D
445	Food & beverage stores	16	47 024	4 581	1 151	326	4.2	4.4
446	Health & personal care stores	5	15 823	1 556	359	107	5.8	1.7
4461	Health & personal care stores	5	15 823	1 556	359	107	5.8	1.7
447	Gasoline stations	24	23 156	1 513	313	126	32.2	14.4
448	Clothing & clothing accessories stores	5	1 512	183	6	3	—	14.7
451	Sporting goods, hobby, book, & music stores	4	750	105	23	10	50.7	—
452	General merchandise stores	7	5 296	525	123	50	2.0	.6
45299	All other general merchandise stores	7	5 296	525	123	50	2.0	.6
452990	All other general merchandise stores	7	5 296	525	123	50	2.0	.6
453	Miscellaneous store retailers	14	D	D	D	b	D	D
4539	Other miscellaneous store retailers	8	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	b	D	D
454	Nonstore retailers	3	3 342	343	74	15	D	34.5

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
ROOSEVELT COUNTY, NM								
44-45	Retail trade	71	121 209	10 622	2 147	626	7.4	6.9
441	Motor vehicle & parts dealers	8	60 455	4 089	656	155	3.3	13.2
442	Furniture & home furnishings stores	4	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	14	10 628	958	193	54	13.2	.5
4441	Building material & supplies dealers	6	4 837	583	123	36	27.6	—
4442	Lawn & garden equipment & supplies stores	8	5 791	375	70	18	1.1	.9
44422	Nursery & garden centers	8	5 791	375	70	18	1.1	.9
444220	Nursery & garden centers	8	5 791	375	70	18	1.1	.9
445	Food & beverage stores	9	17 377	2 210	539	179	.6	—
446	Health & personal care stores	3	3 236	428	102	19	D	—
447	Gasoline stations	6	4 234	220	50	19	30.8	—
448	Clothing & clothing accessories stores	7	2 020	186	25	15	57.5	4.3
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	6	7 758	1 145	275	91	4.6	2.1
45299	All other general merchandise stores	6	7 758	1 145	275	91	4.6	2.1
452990	All other general merchandise stores	6	7 758	1 145	275	91	4.6	2.1
4529903	Miscellaneous general merchandise stores	5	D	D	D	b	D	D
453	Miscellaneous store retailers	10	12 145	992	214	69	2.1	—
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
SANDOVAL COUNTY, NM								
44-45	Retail trade	155	273 985	30 984	6 992	1 902	6.3	2.7
441	Motor vehicle & parts dealers	15	D	D	D	c	D	D
4413	Automotive parts, accessories, & tire stores	13	D	D	D	c	D	D
44131	Automotive parts & accessories stores	11	D	D	D	b	D	D
441310	Automotive parts & accessories stores	11	D	D	D	b	D	D
442	Furniture & home furnishings stores	15	D	D	D	c	D	D
4421	Furniture stores	1	D	D	D	b	D	D
44211	Furniture stores	1	D	D	D	b	D	D
442110	Furniture stores	1	D	D	D	b	D	D
4422	Home furnishings stores	14	D	D	D	b	D	D
44229	Other home furnishings stores	13	D	D	D	b	D	D
442299	All other home furnishings stores	12	6 478	976	214	72	5.1	15.5
443	Electronics & appliance stores	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	14	11 823	1 103	251	80	14.8	1.1
4441	Building material & supplies dealers	13	D	D	D	b	D	D
445	Food & beverage stores	22	64 925	6 999	1 669	386	3.2	1.7
4451	Grocery stores	17	63 734	6 905	1 645	370	2.9	1.8
446	Health & personal care stores	13	D	D	D	c	D	D
4461	Health & personal care stores	13	D	D	D	c	D	D
447	Gasoline stations	28	44 300	2 533	516	186	2.3	7.6
4471	Gasoline stations	28	44 300	2 533	516	186	2.3	7.6
44711	Gasoline stations with convenience stores	24	37 959	2 207	445	152	—	8.8
447110	Gasoline stations with convenience stores	24	37 959	2 207	445	152	—	8.8
448	Clothing & clothing accessories stores	19	12 624	1 078	279	95	37.8	4.1
4481	Clothing stores	13	D	D	D	b	D	D
44813	Children's & infants' clothing stores	2	D	D	D	a	D	D
448130	Children's & infants' clothing stores	2	D	D	D	a	D	D
44832	Luggage & leather goods stores	2	D	D	D	a	D	D
448320	Luggage & leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	3	D	D	D	b	D	D
4512	Book, periodical, & music stores	3	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores	1	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores	1	D	D	D	b	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	9	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—Con.								
44-45	Retail trade—Con.							
448	Clothing & clothing accessories stores	52	31 972	4 925	1 022	399	5.8	2.5
4481	Clothing stores	34	20 243	3 485	689	305	6.9	3.1
44815	Clothing accessories stores	3	D	D	D	a	D	D
448150	Clothing accessories stores	3	D	D	D	a	D	D
44819	Other clothing stores	3	D	D	D	b	D	D
448190	Other clothing stores	3	D	D	D	b	D	D
4482105	Athletic footwear stores	3	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores	9	4 949	810	183	40	9.2	3.4
451	Sporting goods, hobby, book, & music stores	32	19 712	2 292	516	219	7.8	9.7
4511	Sporting goods, hobby, & musical instrument stores	22	13 262	1 577	361	144	11.0	7.3
4511101	General-line sporting goods stores	9	3 591	461	105	43	10.9	19.8
45112	Hobby, toy, & game stores	5	5 974	614	146	53	1.0	4.3
451120	Hobby, toy, & game stores	5	5 974	614	146	53	1.0	4.3
45114	Musical instrument & supplies stores	3	D	D	D	a	D	D
451140	Musical instrument & supplies stores	3	D	D	D	a	D	D
4512	Book, periodical, & music stores	10	6 450	715	155	75	1.1	14.6
45121	Book stores & news dealers	6	2 243	220	43	22	3.3	35.8
4512113	College book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores	4	4 207	495	112	53	—	3.3
451220	Prerecorded tape, compact disc, & record stores	4	4 207	495	112	53	—	3.3
452	General merchandise stores	25	198 777	16 642	4 124	1 369	.5	.5
4521	Department stores (incl leased depts) ##	6	132 143	N	N	N	—	—
45211	Department stores (incl leased depts) ##	6	132 143	N	N	N	—	—
4521	Department stores (excl leased depts)	6	130 737	11 512	2 848	1 003	—	—
452110	Department stores (excl leased depts)	6	130 737	11 512	2 848	1 003	—	—
4521101	Department stores (excl leased depts)	6	130 737	11 512	2 848	1 003	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	D	D	D	f	D	D
4521103	National chain department stores (excl leased depts)	2	D	D	D	c	D	D
4529	Other general merchandise stores	19	68 040	5 130	1 276	366	1.3	1.5
45299	All other general merchandise stores	18	D	D	D	c	D	D
452990	All other general merchandise stores	18	D	D	D	c	D	D
4529902	Catalog showrooms	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	13	D	D	D	c	D	D
453	Miscellaneous store retailers	57	D	D	D	e	D	D
4532	Office supplies, stationery, & gift stores	13	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
45322	Gift, novelty, & souvenir stores	12	4 879	1 150	250	85	10.4	—
453220	Gift, novelty, & souvenir stores	12	4 879	1 150	250	85	10.4	—
4533	Used merchandise stores	6	1 307	369	87	34	22.0	26.1
45331	Used merchandise stores	6	1 307	369	87	34	22.0	26.1
453310	Used merchandise stores	6	1 307	369	87	34	22.0	26.1
4539	Other miscellaneous store retailers	31	D	D	D	c	D	D
45391	Pet & pet supplies stores	6	1 056	162	36	15	—	1.5
453910	Pet & pet supplies stores	6	1 056	162	36	15	—	1.5
45392	Art dealers	3	D	D	D	a	D	D
453920	Art dealers	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	15	59 578	4 692	1 035	169	3.4	2.7
453930	Manufactured (mobile) home dealers	15	59 578	4 692	1 035	169	3.4	2.7
45399	All other miscellaneous store retailers	7	D	D	D	a	D	D
454	Nonstore retailers	12	D	D	D	b	D	D
4543	Direct selling establishments	10	11 206	1 342	336	69	14.3	—
45431	Fuel dealers	6	8 319	733	178	40	11.9	—
454311	Heating oil dealers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	5	D	D	D	b	D	D
45439	Other direct selling establishments	4	2 887	609	158	29	21.3	—
454390	Other direct selling establishments	4	2 887	609	158	29	21.3	—
SAN MIGUEL COUNTY, NM								
44-45	Retail trade	114	168 385	15 143	3 509	1 087	19.7	6.0
441	Motor vehicle & parts dealers	11	19 879	1 574	368	78	71.0	2.1
442	Furniture & home furnishings stores	3	D	D	D	b	D	D
443	Electronics & appliance stores	4	1 336	257	55	16	9.2	—
444	Building material & garden equipment & supplies dealers	9	17 709	2 006	468	107	6.8	16.0
4441	Building material & supplies dealers	7	D	D	D	b	D	D
445	Food & beverage stores	17	43 149	3 693	914	303	10.6	13.8
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health & personal care stores	5	D	D	D	b	D	D
4461	Health & personal care stores	5	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 MIGUEL COUNTY, NM—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	25	27 515	1 803	430	147	22.4	1.4
44719	Other gasoline stations	16	18 414	1 048	246	85	30.2	1.8
447190	Other gasoline stations	16	18 414	1 048	246	85	30.2	1.8
448	Clothing & clothing accessories stores	11	2 853	428	80	27	28.7	2.1
451	Sporting goods, hobby, book, & music stores	9	728	81	17	10	68.5	20.5
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	10	8 899	1 029	256	47	—	3.4
4543	Direct selling establishments	9	D	D	D	b	D	D
45431	Fuel dealers	8	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	7	8 162	893	223	40	—	—
454319	Other fuel dealers	1	D	D	D	a	D	D
SANTA FE COUNTY, NM								
44-45	Retail trade	846	1 422 905	149 427	33 715	7 868	6.8	5.8
441	Motor vehicle & parts dealers	40	D	D	D	f	D	D
4411	Automobile dealers	13	D	D	D	f	D	D
44111	New car dealers	11	245 877	17 998	4 013	522	6.5	7.3
441110	New car dealers	11	245 877	17 998	4 013	522	6.5	7.3
4412	Other motor vehicle dealers	4	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ...	4	D	D	D	a	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	23	D	D	D	c	D	D
44131	Automotive parts & accessories stores	15	D	D	D	c	D	D
441310	Automotive parts & accessories stores	15	D	D	D	c	D	D
44132	Tire dealers	8	11 134	2 335	501	78	—	—
441320	Tire dealers	8	11 134	2 335	501	78	—	—
442	Furniture & home furnishings stores	71	D	D	D	f	D	D
4421	Furniture stores	17	25 411	3 032	685	140	4.5	—
44211	Furniture stores	17	25 411	3 032	685	140	4.5	—
442110	Furniture stores	17	25 411	3 032	685	140	4.5	—
4422	Home furnishings stores	54	D	D	D	e	D	D
44221	Floor covering stores	15	17 370	1 957	485	90	1.4	2.4
442210	Floor covering stores	15	17 370	1 957	485	90	1.4	2.4
44229	Other home furnishings stores	39	D	D	D	e	D	D
442291	Window treatment stores	2	D	D	D	b	D	D
442299	All other home furnishings stores	37	D	D	D	c	D	D
443	Electronics & appliance stores	25	32 056	3 845	935	190	3.7	1.7
4431	Electronics & appliance stores	25	32 056	3 845	935	190	3.7	1.7
44311	Appliance, television, & other electronics stores ...	17	D	D	D	c	D	D
443111	Household appliance stores	5	4 949	503	133	22	3.4	—
443112	Radio, television, & other electronics stores	12	D	D	D	c	D	D
44312	Computer & software stores	3	D	D	D	b	D	D
443120	Computer & software stores	3	D	D	D	b	D	D
44313	Camera & photographic supplies stores	5	3 012	492	111	22	12.9	—
443130	Camera & photographic supplies stores	5	3 012	492	111	22	12.9	—
444	Building material & garden equipment & supplies dealers	47	109 215	13 140	3 240	559	2.0	16.8
4441	Building material & supplies dealers	37	101 827	11 614	2 842	451	1.5	17.4
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44412	Paint & wallpaper stores	4	D	D	D	b	D	D
444120	Paint & wallpaper stores	4	D	D	D	b	D	D
44413	Hardware stores	4	D	D	D	b	D	D
444130	Hardware stores	4	D	D	D	b	D	D
44419	Other building material dealers	27	D	D	D	e	D	D
444190	Other building material dealers	27	D	D	D	e	D	D
4442	Lawn & garden equipment & supplies stores	10	7 388	1 526	398	108	8.8	9.5
44422	Nursery & garden centers	9	D	D	D	c	D	D
444220	Nursery & garden centers	9	D	D	D	c	D	D

See footnotes at end of table.

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

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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 COUNTY, NM—Con.								
44-45	Retail trade—Con.							
445	Food & beverage stores	55	182 118	20 394	4 503	1 158	2.1	.5
4451	Grocery stores	30	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores	20	155 418	17 012	3 710	913	1.3	.6
445110	Supermarkets & other grocery (except convenience) stores	20	155 418	17 012	3 710	913	1.3	.6
44512	Convenience stores	10	D	D	D	b	D	D
445120	Convenience stores	10	D	D	D	b	D	D
4452	Specialty food stores	10	D	D	D	b	D	D
4453	Beer, wine, & liquor stores	15	D	D	D	c	D	D
44531	Beer, wine, & liquor stores	15	D	D	D	c	D	D
445310	Beer, wine, & liquor stores	15	D	D	D	c	D	D
446	Health & personal care stores	49	D	D	D	e	D	D
4461	Health & personal care stores	49	D	D	D	e	D	D
44611	Pharmacies & drug stores	16	39 262	4 260	1 033	327	7.4	4.2
446110	Pharmacies & drug stores	16	39 262	4 260	1 033	327	7.4	4.2
4461101	Pharmacies & drug stores	16	39 262	4 260	1 033	327	7.4	4.2
44612	Cosmetics, beauty supplies, & perfume stores	5	1 903	210	61	21	20.9	—
446120	Cosmetics, beauty supplies, & perfume stores	5	1 903	210	61	21	20.9	—
44613	Optical goods stores	16	D	D	D	b	D	D
446130	Optical goods stores	16	D	D	D	b	D	D
44619	Other health & personal care stores	12	D	D	D	b	D	D
446191	Food (health) supplement stores	8	D	D	D	b	D	D
447	Gasoline stations	36	56 966	3 612	763	209	8.4	.1
4471	Gasoline stations	36	56 966	3 612	763	209	8.4	.1
44711	Gasoline stations with convenience stores	19	30 644	1 837	388	119	—	—
447110	Gasoline stations with convenience stores	19	30 644	1 837	388	119	—	—
44719	Other gasoline stations	17	26 322	1 775	375	90	18.3	.2
447190	Other gasoline stations	17	26 322	1 775	375	90	18.3	.2
448	Clothing & clothing accessories stores	182	125 285	18 268	3 877	1 113	14.1	8.8
4481	Clothing stores	108	D	D	D	f	D	D
44812	Women's clothing stores	52	D	D	D	e	D	D
448120	Women's clothing stores	52	D	D	D	e	D	D
44813	Children's & infants' clothing stores	4	D	D	D	a	D	D
448130	Children's & infants' clothing stores	4	D	D	D	a	D	D
44814	Family clothing stores	25	33 436	4 010	856	260	5.9	8.8
448140	Family clothing stores	25	33 436	4 010	856	260	5.9	8.8
44815	Clothing accessories stores	10	4 352	720	162	46	12.8	22.8
448150	Clothing accessories stores	10	4 352	720	162	46	12.8	22.8
44819	Other clothing stores	12	6 207	832	183	49	24.3	6.5
448190	Other clothing stores	12	6 207	832	183	49	24.3	6.5
4482	Shoe stores	24	D	D	D	c	D	D
44821	Shoe stores	24	D	D	D	c	D	D
448210	Shoe stores	24	D	D	D	c	D	D
4482101	Men's shoe stores	3	D	D	D	a	D	D
4482102	Women's shoe stores	5	4 272	518	109	30	—	—
4482104	Family shoe stores	11	D	D	D	b	D	D
4482105	Athletic footwear stores	5	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores	50	D	D	D	e	D	D
44831	Jewelry stores	45	34 754	6 289	1 189	298	23.3	5.6
448310	Jewelry stores	45	34 754	6 289	1 189	298	23.3	5.6
44832	Luggage & leather goods stores	5	D	D	D	a	D	D
448320	Luggage & leather goods stores	5	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	61	45 913	5 813	1 354	486	6.3	.6
4511	Sporting goods, hobby, & musical instrument stores ..	34	26 751	3 285	748	270	6.9	.7
45111	Sporting goods stores	16	D	D	D	b	D	D
451110	Sporting goods stores	16	D	D	D	b	D	D
4511101	General-line sporting goods stores	4	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	12	5 899	755	164	52	8.8	.3
45112	Hobby, toy, & game stores	9	D	D	D	b	D	D
451120	Hobby, toy, & game stores	9	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores	6	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores	6	D	D	D	b	D	D
45114	Musical instrument & supplies stores	3	D	D	D	a	D	D
451140	Musical instrument & supplies stores	3	D	D	D	a	D	D
4512	Book, periodical, & music stores	27	19 162	2 528	606	216	5.5	.6
45121	Book stores & news dealers	18	D	D	D	b	D	D
451211	Book stores	17	D	D	D	b	D	D
4512111	Book stores, general	10	D	D	D	b	D	D
4512112	Specialty book stores	5	1 254	95	34	15	—	8.5
4512113	College book stores	2	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ..	9	D	D	D	c	D	D
451220	Prerecorded tape, compact disc, & record stores ..	9	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
SANTA FE COUNTY, NM—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	19	D	D	D	g	D	D
4521	Department stores (incl leased depts) ##	7	145 853	N	N	N	—	—
45211	Department stores (incl leased depts) ##	7	145 853	N	N	N	—	—
4521	Department stores (excl leased depts)	7	144 696	13 493	3 246	946	—	—
45211	Department stores (excl leased depts)	7	144 696	13 493	3 246	946	—	—
452110	Department stores (excl leased depts)	7	144 696	13 493	3 246	946	—	—
4521101	Conventional department stores (excl leased depts)	2	D	D	D	c	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	88 738	7 478	1 766	503	—	—
4521103	National chain department stores (excl leased depts)	2	D	D	D	c	D	D
4529	Other general merchandise stores	12	D	D	D	e	D	D
45299	All other general merchandise stores	11	D	D	D	c	D	D
452990	All other general merchandise stores	11	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	9	D	D	D	b	D	D
453	Miscellaneous store retailers	222	D	D	D	f	D	D
4531	Florists	11	D	D	D	b	D	D
45311	Florists	11	D	D	D	b	D	D
453110	Florists	11	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	60	D	D	D	e	D	D
45321	Office supplies & stationery stores	8	D	D	D	b	D	D
453210	Office supplies & stationery stores	8	D	D	D	b	D	D
4532101	Stationery stores	2	D	D	D	a	D	D
4532102	Office supplies stores	6	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores	52	24 811	3 912	938	253	11.4	6.8
453220	Gift, novelty, & souvenir stores	52	24 811	3 912	938	253	11.4	6.8
4533	Used merchandise stores	26	D	D	D	c	D	D
45331	Used merchandise stores	26	D	D	D	c	D	D
453310	Used merchandise stores	26	D	D	D	c	D	D
4539	Other miscellaneous store retailers	125	D	D	D	e	D	D
45391	Pet & pet supplies stores	7	D	D	D	b	D	D
453910	Pet & pet supplies stores	7	D	D	D	b	D	D
45392	Art dealers	93	144 325	11 449	2 251	342	10.3	7.0
453920	Art dealers	93	144 325	11 449	2 251	342	10.3	7.0
45393	Manufactured (mobile) home dealers	3	16 838	1 284	256	40	—	36.0
453930	Manufactured (mobile) home dealers	3	16 838	1 284	256	40	—	36.0
45399	All other miscellaneous store retailers	22	D	D	D	b	D	D
454	Nonstore retailers	39	D	D	D	c	D	D
4541	Electronic shopping & mail-order houses	20	11 072	1 068	252	64	11.8	.1
45411	Electronic shopping & mail-order houses	20	11 072	1 068	252	64	11.8	.1
454110	Electronic shopping & mail-order houses	20	11 072	1 068	252	64	11.8	.1
4543	Direct selling establishments	18	D	D	D	c	D	D
45431	Fuel dealers	8	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	7	8 997	1 055	267	49	23.2	—
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	10	8 375	1 339	324	70	18.3	.8
454390	Other direct selling establishments	10	8 375	1 339	324	70	18.3	.8
SIERRA COUNTY, NM								
44-45	Retail trade	60	62 620	5 199	1 071	379	13.3	4.9
441	Motor vehicle & parts dealers	14	15 414	1 027	186	67	5.0	10.5
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	3 849	467	105	27	1.9	—
4441	Building material & supplies dealers	2	D	D	D	b	D	D
445	Food & beverage stores	11	23 448	2 011	465	148	21.0	—
446	Health & personal care stores	4	D	D	D	a	D	D
447	Gasoline stations	5	7 340	354	83	40	—	7.8
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	6	4 595	375	85	36	12.4	16.2
45299	All other general merchandise stores	6	4 595	375	85	36	12.4	16.2
452990	All other general merchandise stores	6	4 595	375	85	36	12.4	16.2
453	Miscellaneous store retailers	7	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	a	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
SOCORRO COUNTY, NM								
44-45	Retail trade	57	70 596	6 297	1 403	385	20.2	6.5
441	Motor vehicle & parts dealers	8	17 642	1 329	284	65	4.1	21.6
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	2 151	315	70	17	100.0	—
4441	Building material & supplies dealers	3	2 151	315	70	17	100.0	—
445	Food & beverage stores	7	22 622	2 581	597	139	9.3	.6
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	13	17 469	805	133	61	24.7	3.5
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	4	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	3	2 248	162	41	17	D	—
453	Miscellaneous store retailers	6	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
454	Nonstore retailers	6	1 909	384	101	34	5.2	—
TAOS COUNTY, NM								
44-45	Retail trade	259	206 828	23 679	5 440	1 554	20.7	6.2
441	Motor vehicle & parts dealers	16	29 066	2 785	612	141	57.2	.5
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	20	4 559	662	177	54	60.3	7.1
4422	Home furnishings stores	16	3 559	525	145	47	59.9	9.0
44229	Other home furnishings stores	13	2 299	349	86	34	71.8	14.0
443	Electronics & appliance stores	6	1 278	163	38	16	35.3	13.8
444	Building material & garden equipment & supplies dealers	16	20 361	3 319	786	143	23.7	1.0
4441	Building material & supplies dealers	15	D	D	D	c	D	D
44413	Hardware stores	6	10 858	1 991	590	101	10.4	—
444130	Hardware stores	6	10 858	1 991	590	101	10.4	—
44419	Other building material dealers	8	D	D	D	b	D	D
444190	Other building material dealers	8	D	D	D	b	D	D
445	Food & beverage stores	22	50 150	4 929	1 204	308	12.2	.7
446	Health & personal care stores	7	6 884	1 396	275	66	2.8	—
44619	Other health & personal care stores	3	5 129	1 068	207	47	—	—
446191	Food (health) supplement stores	2	D	D	D	b	D	D
447	Gasoline stations	19	20 834	1 113	229	76	5.4	29.4
448	Clothing & clothing accessories stores	51	16 018	2 218	495	193	29.0	7.9
4481	Clothing stores	25	9 357	1 172	264	105	28.6	7.9
4483	Jewelry, luggage, & leather goods stores	20	4 549	667	146	57	34.5	11.8
451	Sporting goods, hobby, book, & music stores	21	5 309	839	225	90	31.3	5.5
4511	Sporting goods, hobby, & musical instrument stores	16	4 171	678	190	72	33.8	4.1
452	General merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	69	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	24	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores	23	5 995	1 041	205	84	16.4	14.9
453220	Gift, novelty, & souvenir stores	23	5 995	1 041	205	84	16.4	14.9
4539	Other miscellaneous store retailers	37	D	D	D	c	D	D
45392	Art dealers	33	9 600	1 338	268	85	22.5	21.0
453920	Art dealers	33	9 600	1 338	268	85	22.5	21.0
454	Nonstore retailers	8	4 061	490	115	28	2.4	1.6

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
TORRANCE COUNTY, NM								
44-45	Retail trade	44	73 159	5 551	1 425	441	17.7	6.8
441	Motor vehicle & parts dealers	4	20 079	1 454	314	53	4.2	—
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	D	D	D	b	D	D
4441	Building material & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	8	13 829	1 217	246	93	51.0	—
446	Health & personal care stores	3	2 389	306	87	21	D	—
447	Gasoline stations	11	28 318	1 371	470	166	2.0	15.8
44719	Other gasoline stations	4	D	D	D	c	D	D
447190	Other gasoline stations	4	D	D	D	c	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
454	Nonstore retailers	3	1 859	290	82	29	D	—
UNION COUNTY, NM								
44-45	Retail trade	27	15 280	1 340	333	103	20.9	19.6
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	975	110	27	8	D	—
445	Food & beverage stores	4	5 474	557	134	42	4.8	7.8
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	5	2 480	172	45	13	29.3	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	814	120	36	15	D	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
VALENCIA COUNTY, NM								
44-45	Retail trade	131	336 157	30 382	6 835	1 993	22.9	2.7
441	Motor vehicle & parts dealers	23	D	D	D	e	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	14	D	D	D	c	D	D
44131	Automotive parts & accessories stores	9	D	D	D	b	D	D
441310	Automotive parts & accessories stores	9	D	D	D	b	D	D
442	Furniture & home furnishings stores	5	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	12	36 144	4 841	1 034	247	64.3	.1
4441	Building material & supplies dealers	6	D	D	D	c	D	D
44419	Other building material dealers	4	29 261	4 082	921	192	77.6	—
444190	Other building material dealers	4	29 261	4 082	921	192	77.6	—
445	Food & beverage stores	14	75 025	7 616	1 799	463	1.7	—
4451	Grocery stores	8	71 241	7 231	1 690	432	1.0	—
44511	Supermarkets & other grocery (except convenience) stores	8	71 241	7 231	1 690	432	1.0	—
445110	Supermarkets & other grocery (except convenience) stores	8	71 241	7 231	1 690	432	1.0	—
4452	Specialty food stores	3	D	D	D	a	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
	VALENCIA COUNTY, NM—Con.							
44-45	Retail trade—Con.							
446	Health & personal care stores	8	D	D	D	c	D	D
4461	Health & personal care stores	8	D	D	D	c	D	D
447	Gasoline stations	21	52 288	2 294	534	171	9.8	4.0
4471	Gasoline stations	21	52 288	2 294	534	171	9.8	4.0
44711	Gasoline stations with convenience stores	13	35 700	1 452	339	109	6.1	—
447110	Gasoline stations with convenience stores	13	35 700	1 452	339	109	6.1	—
448	Clothing & clothing accessories stores	12	5 395	624	80	40	7.6	5.3
4481	Clothing stores	10	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	3	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	f	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	18	D	D	D	b	D	D
4539	Other miscellaneous store retailers	12	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	7	6 270	232	81	18	10.7	41.4
453930	Manufactured (mobile) home dealers	7	6 270	232	81	18	10.7	41.4
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	10	D	D	D	b	D	D
4543	Direct selling establishments	10	D	D	D	b	D	D
45439	Other direct selling establishments	6	D	D	D	b	D	D
454390	Other direct selling establishments	6	D	D	D	b	D	D

Data for this line not included in broader kind-of-business totals.

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								
44-45	Retail trade	164	287 616	28 541	6 933	1 996	5.8	1.6
441	Motor vehicle & parts dealers	28	D	D	D	e	D	D
4411	Automobile dealers	13	D	D	D	c	D	D
44112	Used car dealers	9	D	D	D	b	D	D
441120	Used car dealers	9	D	D	D	b	D	D
4412	Other motor vehicle dealers	4	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	11	D	D	D	b	D	D
44131	Automotive parts & accessories stores	7	D	D	D	b	D	D
441310	Automotive parts & accessories stores	7	D	D	D	b	D	D
442	Furniture & home furnishings stores	12	D	D	D	b	D	D
4421	Furniture stores	8	D	D	D	b	D	D
44211	Furniture stores	8	D	D	D	b	D	D
442110	Furniture stores	8	D	D	D	b	D	D
4422	Home furnishings stores	4	2 843	285	62	19	—	—
443	Electronics & appliance stores	9	D	D	D	b	D	D
4431	Electronics & appliance stores	9	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores	8	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	5	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	16	D	D	D	c	D	D
4441	Building material & supplies dealers	14	22 131	3 037	696	155	3.4	—
44419	Other building material dealers	12	D	D	D	c	D	D
444190	Other building material dealers	12	D	D	D	c	D	D
445	Food & beverage stores	12	55 421	6 319	1 537	433	1.0	—
4451	Grocery stores	9	53 587	6 025	1 469	396	.1	—
44511	Supermarkets & other grocery (except convenience) stores	4	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores	4	D	D	D	e	D	D
446	Health & personal care stores	9	D	D	D	b	D	D
4461	Health & personal care stores	9	D	D	D	b	D	D
447	Gasoline stations	23	26 287	2 093	490	172	.3	—
4471	Gasoline stations	23	26 287	2 093	490	172	.3	—
44711	Gasoline stations with convenience stores	11	13 543	1 042	233	97	—	—
447110	Gasoline stations with convenience stores	11	13 543	1 042	233	97	—	—
44719	Other gasoline stations	12	12 744	1 051	257	75	.5	—
447190	Other gasoline stations	12	12 744	1 051	257	75	.5	—
448	Clothing & clothing accessories stores	16	14 791	1 746	418	190	11.6	.8
4481	Clothing stores	10	D	D	D	c	D	D
44814	Family clothing stores	5	11 107	1 272	286	105	9.8	—
448140	Family clothing stores	5	11 107	1 272	286	105	9.8	—
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	6	D	D	D	b	D	D
4512	Book, periodical, & music stores	4	D	D	D	b	D	D
451212	News dealers & newsstands	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores	1	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores	1	D	D	D	b	D	D
452	General merchandise stores	9	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	2	D	D	D	e	D	D
45299	All other general merchandise stores	7	D	D	D	b	D	D
452990	All other general merchandise stores	7	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	5	D	D	D	b	D	D
453	Miscellaneous store retailers	20	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	8	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4533	Used merchandise stores	4	D	D	D	a	D	D
45331	Used merchandise stores	4	D	D	D	a	D	D
453310	Used merchandise stores	4	D	D	D	a	D	D
4539	Other miscellaneous store retailers	6	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
454	Nonstore retailers	4	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
ALBUQUERQUE, NM—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	349	D	D	D	h	D	D
4531	Florists	37	9 821	1 956	456	201	30.3	6.4
45311	Florists	37	9 821	1 956	456	201	30.3	6.4
453110	Florists	37	9 821	1 956	456	201	30.3	6.4
4532	Office supplies, stationery, & gift stores	127	D	D	D	f	D	D
45321	Office supplies & stationery stores	15	D	D	D	e	D	D
453210	Office supplies & stationery stores	15	D	D	D	e	D	D
4532102	Office supplies stores	14	47 881	3 988	1 049	269	.8	1.6
45322	Gift, novelty, & souvenir stores	112	51 260	7 833	1 609	653	14.8	7.4
453220	Gift, novelty, & souvenir stores	112	51 260	7 833	1 609	653	14.8	7.4
4533	Used merchandise stores	43	D	D	D	e	D	D
45331	Used merchandise stores	43	D	D	D	e	D	D
453310	Used merchandise stores	43	D	D	D	e	D	D
4539	Other miscellaneous store retailers	142	D	D	D	f	D	D
45391	Pet & pet supplies stores	18	23 313	2 813	659	209	6.0	5.4
453910	Pet & pet supplies stores	18	23 313	2 813	659	209	6.0	5.4
45392	Art dealers	28	D	D	D	b	D	D
453920	Art dealers	28	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	29	D	D	D	e	D	D
453930	Manufactured (mobile) home dealers	29	D	D	D	e	D	D
45399	All other miscellaneous store retailers	67	39 769	6 250	1 399	387	20.8	18.6
454	Nonstore retailers	68	522 482	26 100	5 634	1 175	2.0	.1
4541	Electronic shopping & mail-order houses	21	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses	21	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses	21	D	D	D	f	D	D
4542	Vending machine operators	18	D	D	D	b	D	D
45421	Vending machine operators	18	D	D	D	b	D	D
454210	Vending machine operators	18	D	D	D	b	D	D
4543	Direct selling establishments	29	D	D	D	e	D	D
45439	Other direct selling establishments	26	19 416	4 666	1 320	263	4.6	.8
454390	Other direct selling establishments	26	19 416	4 666	1 320	263	4.6	.8
ARTESIA, NM								
44-45	Retail trade	67	109 838	9 442	2 226	628	25.8	.4
441	Motor vehicle & parts dealers	11	D	D	D	c	D	D
442	Furniture & home furnishings stores	3	1 121	90	21	7	D	—
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	9	D	D	D	c	D	D
4451	Grocery stores	9	D	D	D	c	D	D
446	Health & personal care stores	3	3 566	343	79	23	100.0	—
447	Gasoline stations	13	D	D	D	b	D	D
448	Clothing & clothing accessories stores	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	4	D	D	D	b	D	D
45321	Office supplies & stationery stores	2	D	D	D	a	D	D
453210	Office supplies & stationery stores	2	D	D	D	a	D	D
4532101	Stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	a	D	D

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

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							From administrative records ¹	Estimated ²
AZTEC, NM								
44-45	Retail trade	26	63 350	5 445	1 170	272	4.2	2.6
441	Motor vehicle & parts dealers	6	28 105	2 028	453	63	7.8	2.3
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	10 994	695	149	51	—	4.5
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores	2	D	D	D	b	D	D
44819	Other clothing stores	1	D	D	D	b	D	D
448190	Other clothing stores	1	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BAYARD, NM								
44-45	Retail trade	11	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	710	206	19	10	D	—
445	Food & beverage stores	1	D	D	D	b	D	D
447	Gasoline stations	5	3 234	298	75	30	—	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
BELEN, NM								
44-45	Retail trade	50	167 687	15 074	3 401	1 064	19.6	3.2
441	Motor vehicle & parts dealers	13	61 667	4 882	1 232	192	38.3	—
4411	Automobile dealers	5	D	D	D	c	D	D
44112	Used car dealers	2	D	D	D	a	D	D
441120	Used car dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	4	D	D	D	c	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	6	12 083	571	132	42	22.4	17.2
448	Clothing & clothing accessories stores	6	2 065	218	24	12	13.1	13.9
452	General merchandise stores	3	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	1	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	4	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	4	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
45439	Other direct selling establishments	2	D	D	D	a	D	D
454390	Other direct selling establishments	2	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BERNALILLO, NM								
44-45	Retail trade	21	28 154	2 504	585	164	36.0	2.9
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	6	7 704	837	195	60	12.8	8.8
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	5	9 791	600	118	35	—	—
44711	Gasoline stations with convenience stores	5	9 791	600	118	35	—	—
447110	Gasoline stations with convenience stores	5	9 791	600	118	35	—	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
4481	Clothing stores	1	D	D	D	a	D	D
44813	Children's & infants' clothing stores	1	D	D	D	a	D	D
448130	Children's & infants' clothing stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D
BLOOMFIELD, NM								
44-45	Retail trade	22	33 229	3 607	722	237	11.1	.2
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	3 027	363	86	22	—	—
445	Food & beverage stores	2	D	D	D	c	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	6	10 019	647	117	40	9.3	—
44711	Gasoline stations with convenience stores	6	10 019	647	117	40	9.3	—
447110	Gasoline stations with convenience stores	6	10 019	647	117	40	9.3	—
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
BOSQUE FARMS, NM								
44-45	Retail trade	13	12 178	1 228	229	80	8.4	20.1
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	b	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
CLOVIS, NM—Con.								
44-45 Retail trade—Con.								
454	Nonstore retailers	6	D	D	D	b	D	D
CORRALES, NM *								
44-45	Retail trade	15	19 415	2 404	586	169	6.0	.9
441	Motor vehicle & parts dealers	1	D	D	D	b	D	D
44131	Automotive parts & accessories stores	1	D	D	D	b	D	D
441310	Automotive parts & accessories stores	1	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	b	D	D
44211	Furniture stores	1	D	D	D	b	D	D
442110	Furniture stores	1	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	b	D	D
4461	Health & personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	5	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
CORRALES, NM (BERNALILLO COUNTY PART) *								
44-45	Retail trade	5	7 174	745	176	81	12.1	2.4
445	Food & beverage stores	1	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	b	D	D
4461	Health & personal care stores	1	D	D	D	b	D	D
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
CORRALES, NM (SANDOVAL COUNTY PART) *								
44-45	Retail trade	10	12 241	1 659	410	88	2.4	—
441	Motor vehicle & parts dealers	1	D	D	D	b	D	D
44131	Automotive parts & accessories stores	1	D	D	D	b	D	D
441310	Automotive parts & accessories stores	1	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	b	D	D
44211	Furniture stores	1	D	D	D	b	D	D
442110	Furniture stores	1	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	3	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
DEMING, NM								
44-45	Retail trade	89	174 461	11 940	2 697	918	6.1	1.1
441	Motor vehicle & parts dealers	11	37 512	2 215	515	108	2.4	—
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	4	D	D	D	b	D	D
4421	Furniture stores	3	2 644	439	94	23	D	—
44211	Furniture stores	3	2 644	439	94	23	D	—
442110	Furniture stores	3	2 644	439	94	23	D	—
443	Electronics & appliance stores	4	1 051	139	34	11	5.1	15.0
444	Building material & garden equipment & supplies dealers	9	11 102	1 062	243	71	13.5	.7
4441	Building material & supplies dealers	6	9 346	929	215	59	11.9	.8
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
445	Food & beverage stores	9	D	D	D	e	D	D
4451	Grocery stores	5	D	D	D	c	D	D
446	Health & personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	24	D	D	D	c	D	D
4471	Gasoline stations	24	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	10	12 009	475	112	52	5.5	8.2
447110	Gasoline stations with convenience stores	10	12 009	475	112	52	5.5	8.2
44719	Other gasoline stations	14	D	D	D	c	D	D
447190	Other gasoline stations	14	D	D	D	c	D	D
448	Clothing & clothing accessories stores	7	2 592	316	53	17	39.2	—
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	4	2 046	367	84	18	39.1	—
ESPANOLA, NM *								
44-45	Retail trade	72	166 283	15 949	3 444	961	39.1	4.1
441	Motor vehicle & parts dealers	10	D	D	D	c	D	D
44131	Automotive parts & accessories stores	2	D	D	D	b	D	D
441310	Automotive parts & accessories stores	2	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	446	118	32	11	D	—
443	Electronics & appliance stores	3	564	76	14	6	100.0	—
444	Building material & garden equipment & supplies dealers	7	30 136	4 709	907	253	88.0	2.3
4441	Building material & supplies dealers	4	D	D	D	c	D	D
44419	Other building material dealers	2	D	D	D	c	D	D
444190	Other building material dealers	2	D	D	D	c	D	D
445	Food & beverage stores	9	42 639	3 988	951	280	—	4.2
4451	Grocery stores	7	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	6	D	D	D	c	D	D
445110	Supermarkets & other grocery (except convenience) stores	6	D	D	D	c	D	D
446	Health & personal care stores	4	D	D	D	c	D	D
4461	Health & personal care stores	4	D	D	D	c	D	D
447	Gasoline stations	14	14 783	1 056	203	81	17.2	16.2
44711	Gasoline stations with convenience stores	8	9 174	785	145	65	16.9	20.6
447110	Gasoline stations with convenience stores	8	9 174	785	145	65	16.9	20.6
448	Clothing & clothing accessories stores	4	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	3	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	3	3 328	352	84	33	—	—
45299	All other general merchandise stores	3	3 328	352	84	33	—	—
452990	All other general merchandise stores	3	3 328	352	84	33	—	—

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							From administrative records ¹	Estimated ²
ESPANOLA, NM *—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	3	3 342	343	74	15	D	34.5
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D
ESPANOLA, NM (RIO ARRIBA COUNTY PART) *								
44-45	Retail trade	67	162 860	15 383	3 303	929	39.8	3.7
441	Motor vehicle & parts dealers	9	D	D	D	c	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	3	564	76	14	6	100.0	—
444	Building material & garden equipment & supplies dealers	6	D	D	D	c	D	D
4441	Building material & supplies dealers	4	D	D	D	c	D	D
44419	Other building material dealers	2	D	D	D	c	D	D
444190	Other building material dealers	2	D	D	D	c	D	D
445	Food & beverage stores	8	D	D	D	e	D	D
4451	Grocery stores	6	D	D	D	c	D	D
44511	Supermarkets & other grocery (except convenience) stores	6	D	D	D	c	D	D
445110	Supermarkets & other grocery (except convenience) stores	6	D	D	D	c	D	D
446	Health & personal care stores	4	D	D	D	c	D	D
4461	Health & personal care stores	4	D	D	D	c	D	D
447	Gasoline stations	14	14 783	1 056	203	81	17.2	16.2
44711	Gasoline stations with convenience stores	8	9 174	785	145	65	16.9	20.6
447110	Gasoline stations with convenience stores	8	9 174	785	145	65	16.9	20.6
448	Clothing & clothing accessories stores	4	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	3	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	3	3 328	352	84	33	—	—
45299	All other general merchandise stores	3	3 328	352	84	33	—	—
452990	All other general merchandise stores	3	3 328	352	84	33	—	—
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	3	3 342	343	74	15	D	34.5
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D
ESPANOLA, NM (SANTA FE COUNTY PART) *								
44-45	Retail trade	5	3 423	566	141	32	4.5	20.5
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
FARMINGTON, NM—Con.								
44-45 Retail trade—Con.								
447	Gasoline stations	44	59 634	4 015	1 051	389	26.6	10.4
4471	Gasoline stations	44	59 634	4 015	1 051	389	26.6	10.4
44711	Gasoline stations with convenience stores	29	37 913	2 248	514	180	11.1	6.3
447110	Gasoline stations with convenience stores	29	37 913	2 248	514	180	11.1	6.3
44719	Other gasoline stations	15	21 721	1 767	537	209	53.7	17.6
447190	Other gasoline stations	15	21 721	1 767	537	209	53.7	17.6
448	Clothing & clothing accessories stores	47	29 767	4 570	934	362	4.5	2.7
4481	Clothing stores	30	D	D	D	e	D	D
44814	Family clothing stores	12	D	D	D	c	D	D
448140	Family clothing stores	12	D	D	D	c	D	D
4482	Shoe stores	9	6 780	630	150	54	—	—
44821	Shoe stores	9	6 780	630	150	54	—	—
448210	Shoe stores	9	6 780	630	150	54	—	—
4482104	Family shoe stores	5	3 513	341	79	25	—	—
4482105	Athletic footwear stores	3	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores	8	D	D	D	b	D	D
44831	Jewelry stores	8	D	D	D	b	D	D
448310	Jewelry stores	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	30	D	D	D	c	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	22	13 262	1 577	361	144	11.0	7.3
45111	Sporting goods stores	13	4 964	665	150	59	17.5	14.3
451110	Sporting goods stores	13	4 964	665	150	59	17.5	14.3
4511101	General-line sporting goods stores	9	3 591	461	105	43	10.9	19.8
45112	Hobby, toy, & game stores	5	5 974	614	146	53	1.0	4.3
451120	Hobby, toy, & game stores	5	5 974	614	146	53	1.0	4.3
45114	Musical instrument & supplies stores	3	D	D	D	a	D	D
451140	Musical instrument & supplies stores	3	D	D	D	a	D	D
4512	Book, periodical, & music stores	8	D	D	D	b	D	D
45121	Book stores & news dealers	4	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	4	4 207	495	112	53	—	3.3
451220	Prerecorded tape, compact disc, & record stores .	4	4 207	495	112	53	—	3.3
452	General merchandise stores	14	D	D	D	g	D	D
4521	Department stores (incl leased depts) ##	6	132 143	N	N	N	—	—
45211	Department stores (incl leased depts) ##	6	132 143	N	N	N	—	—
4521	Department stores (excl leased depts)	6	130 737	11 512	2 848	1 003	—	—
45211	Department stores (excl leased depts)	6	130 737	11 512	2 848	1 003	—	—
452110	Department stores (excl leased depts)	6	130 737	11 512	2 848	1 003	—	—
4521101	Conventional department stores (excl leased depts)	1	D	D	D	c	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	D	D	D	f	D	D
4521103	National chain department stores (excl leased depts)	2	D	D	D	c	D	D
4529	Other general merchandise stores	8	D	D	D	e	D	D
45291	Warehouse clubs & superstores	1	D	D	D	c	D	D
452910	Warehouse clubs & superstores	1	D	D	D	c	D	D
45299	All other general merchandise stores	7	D	D	D	c	D	D
452990	All other general merchandise stores	7	D	D	D	c	D	D
4529902	Catalog showrooms	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	41	D	D	D	e	D	D
4531	Florists	6	D	D	D	b	D	D
45311	Florists	6	D	D	D	b	D	D
453110	Florists	6	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	9	4 660	1 090	248	74	.9	—
4532102	Office supplies stores	1	D	D	D	a	D	D
45322	Gift, novelty, & souvenir stores	8	D	D	D	b	D	D
453220	Gift, novelty, & souvenir stores	8	D	D	D	b	D	D
4533	Used merchandise stores	5	D	D	D	b	D	D
45331	Used merchandise stores	5	D	D	D	b	D	D
453310	Used merchandise stores	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	21	D	D	D	c	D	D
45391	Pet & pet supplies stores	6	1 056	162	36	15	—	1.5
453910	Pet & pet supplies stores	6	1 056	162	36	15	—	1.5
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	10	42 233	3 548	782	125	—	3.8
453930	Manufactured (mobile) home dealers	10	42 233	3 548	782	125	—	3.8
45399	All other miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	b	D	D
4543	Direct selling establishments	4	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	a	D	D
454311	Heating oil dealers	1	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
GALLUP, NM								
44-45	Retail trade	223	480 712	48 385	11 161	2 864	11.9	2.5
441	Motor vehicle & parts dealers	29	152 527	13 548	3 224	544	22.4	1.9
4411	Automobile dealers	11	D	D	D	D	D	D
441111	New car dealers	4	121 491	9 666	2 269	341	26.6	—
441110	New car dealers	4	121 491	9 666	2 269	341	26.6	—
44112	Used car dealers	7	D	D	D	D	D	D
441120	Used car dealers	7	D	D	D	D	D	D
4412	Other motor vehicle dealers	3	D	D	D	D	D	D
44121	Recreational vehicle dealers	1	D	D	D	D	D	D
441210	Recreational vehicle dealers	1	D	D	D	D	D	D
4413	Automotive parts, accessories, & tire stores	15	D	D	D	D	D	D
44131	Automotive parts & accessories stores	7	D	D	D	D	D	D
441310	Automotive parts & accessories stores	7	D	D	D	D	D	D
44132	Tire dealers	8	6 419	1 379	359	60	.8	—
441320	Tire dealers	8	6 419	1 379	359	60	.8	—
442	Furniture & home furnishings stores	11	10 400	1 941	470	93	11.0	1.8
4421	Furniture stores	4	9 004	1 702	430	80	2.4	—
44211	Furniture stores	4	9 004	1 702	430	80	2.4	—
442110	Furniture stores	4	9 004	1 702	430	80	2.4	—
443	Electronics & appliance stores	14	6 823	1 320	310	72	17.5	7.4
4431	Electronics & appliance stores	14	6 823	1 320	310	72	17.5	7.4
44311	Appliance, television, & other electronics stores	10	5 946	1 119	265	62	11.2	8.5
443111	Household appliance stores	6	3 134	728	180	39	—	16.1
443112	Radio, television, & other electronics stores	4	2 812	391	85	23	23.7	—
444	Building material & garden equipment & supplies dealers	13	32 226	3 506	686	170	5.9	—
4441	Building material & supplies dealers	10	26 755	2 889	571	120	3.2	—
44419	Other building material dealers	6	24 553	2 675	517	101	—	—
444190	Other building material dealers	6	24 553	2 675	517	101	—	—
4442	Lawn & garden equipment & supplies stores	3	5 471	617	115	50	D	—
44422	Nursery & garden centers	3	5 471	617	115	50	D	—
444220	Nursery & garden centers	3	5 471	617	115	50	D	—
445	Food & beverage stores	21	86 859	9 558	2 158	590	1.1	2.1
4451	Grocery stores	13	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores	10	81 282	8 960	2 008	533	—	.3
445110	Supermarkets & other grocery (except convenience) stores	10	81 282	8 960	2 008	533	—	.3
446	Health & personal care stores	12	D	D	D	c	D	D
4461	Health & personal care stores	12	D	D	D	c	D	D
44613	Optical goods stores	4	D	D	D	b	D	D
446130	Optical goods stores	4	D	D	D	b	D	D
44619	Other health & personal care stores	4	D	D	D	b	D	D
446199	All other health & personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	40	58 368	4 017	855	360	16.8	3.6
4471	Gasoline stations	40	58 368	4 017	855	360	16.8	3.6
44711	Gasoline stations with convenience stores	24	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	24	D	D	D	c	D	D
44719	Other gasoline stations	16	D	D	D	c	D	D
447190	Other gasoline stations	16	D	D	D	c	D	D
448	Clothing & clothing accessories stores	44	44 005	5 021	1 183	381	13.1	1.9
4481	Clothing stores	14	D	D	D	c	D	D
44814	Family clothing stores	8	10 933	937	228	109	8.9	1.1
448140	Family clothing stores	8	10 933	937	228	109	8.9	1.1
4482	Shoe stores	7	7 983	748	180	51	—	—
44821	Shoe stores	7	7 983	748	180	51	—	—
448210	Shoe stores	7	7 983	748	180	51	—	—
4482104	Family shoe stores	4	D	D	D	b	D	D
4482105	Athletic footwear stores	3	D	D	D	a	D	D
4483	Jewelry, luggage, & leather goods stores	23	D	D	D	c	D	D
44831	Jewelry stores	22	23 110	3 020	693	184	17.9	3.2
448310	Jewelry stores	22	23 110	3 020	693	184	17.9	3.2
44832	Luggage & leather goods stores	1	D	D	D	a	D	D
448320	Luggage & leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	14	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	8	2 613	369	71	24	14.2	4.5
4512	Book, periodical, & music stores	6	D	D	D	b	D	D
45121	Book stores & news dealers	2	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	4	1 813	186	47	19	5.9	—
451220	Prerecorded tape, compact disc, & record stores .	4	1 813	186	47	19	5.9	—

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
GALLUP, NM—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	6	64 059	5 678	1 429	419	1.5	—
4521	Department stores (excl leased depts)	2	D	D	D	e	D	D
45211	Department stores (excl leased depts)	2	D	D	D	e	D	D
452110	Department stores (excl leased depts)	2	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	1	D	D	D	e	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	18	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	4	1 790	376	80	22	7.4	18.4
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	3 924	440	43	9	—	44.1
453930	Manufactured (mobile) home dealers	3	3 924	440	43	9	—	44.1
454	Nonstore retailers	1	D	D	D	a	D	D
GRANTS, NM								
44-45	Retail trade	51	87 440	7 981	1 894	539	27.4	3.4
441	Motor vehicle & parts dealers	9	D	D	D	c	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	4	23 934	2 293	596	163	—	3.1
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	10	9 034	551	112	46	—	1.3
448	Clothing & clothing accessories stores	6	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	4	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	b	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	3	D	D	D	b	D	D
HOBBS, NM								
44-45	Retail trade	175	336 095	34 763	7 910	1 914	5.4	6.5
441	Motor vehicle & parts dealers	26	115 704	13 302	2 880	412	3.4	15.3
4411	Automobile dealers	11	98 791	9 439	2 321	286	1.0	17.5
44111	New car dealers	6	D	D	D	e	D	D
441110	New car dealers	6	D	D	D	e	D	D
4412	Other motor vehicle dealers	3	3 908	227	53	13	D	—
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	12	13 005	3 636	506	113	9.4	3.3
44131	Automotive parts & accessories stores	9	D	D	D	b	D	D
441310	Automotive parts & accessories stores	9	D	D	D	b	D	D
44132	Tire dealers	3	D	D	D	b	D	D
441320	Tire dealers	3	D	D	D	b	D	D
442	Furniture & home furnishings stores	12	D	D	D	b	D	D
4421	Furniture stores	7	D	D	D	b	D	D
44211	Furniture stores	7	D	D	D	b	D	D
442110	Furniture stores	7	D	D	D	b	D	D
4422	Home furnishings stores	5	D	D	D	b	D	D
443	Electronics & appliance stores	10	4 547	739	190	45	52.6	20.8
4431	Electronics & appliance stores	10	4 547	739	190	45	52.6	20.8
44311	Appliance, television, & other electronics stores	8	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	4	2 656	380	107	18	64.4	35.6
444	Building material & garden equipment & supplies dealers	12	18 345	1 401	295	69	1.8	2.3
4441	Building material & supplies dealers	9	17 823	1 334	283	61	—	1.3
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D

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

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							From administrative records ¹	Estimated ²
HOBBS, NM—Con.								
44-45	Retail trade—Con.							
445	Food & beverage stores	21	39 696	4 956	1 215	337	2.9	—
4451	Grocery stores	13	D	D	D	e	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health & personal care stores	10	12 959	1 447	347	92	19.1	1.5
4461	Health & personal care stores	10	12 959	1 447	347	92	19.1	1.5
44612	Cosmetics, beauty supplies, & perfume stores	3	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	3	D	D	D	a	D	D
447	Gasoline stations	18	19 648	1 388	292	88	5.0	—
4471	Gasoline stations	18	19 648	1 388	292	88	5.0	—
44711	Gasoline stations with convenience stores	14	18 308	1 287	267	81	2.4	—
447110	Gasoline stations with convenience stores	14	18 308	1 287	267	81	2.4	—
448	Clothing & clothing accessories stores	26	D	D	D	c	D	D
4481	Clothing stores	17	D	D	D	b	D	D
44814	Family clothing stores	7	D	D	D	b	D	D
448140	Family clothing stores	7	D	D	D	b	D	D
44819	Other clothing stores	2	D	D	D	a	D	D
448190	Other clothing stores	2	D	D	D	a	D	D
4482101	Men's shoe stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	8	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	6	2 165	420	104	32	19.4	35.8
45114	Musical instrument & supplies stores	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores	2	D	D	D	a	D	D
4512	Book, periodical, & music stores	2	D	D	D	b	D	D
452	General merchandise stores	7	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	2	D	D	D	e	D	D
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
453	Miscellaneous store retailers	17	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	7	3 406	668	147	48	12.6	1.4
45321	Office supplies & stationery stores	2	D	D	D	b	D	D
453210	Office supplies & stationery stores	2	D	D	D	b	D	D
4532102	Office supplies stores	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	8	D	D	D	b	D	D
4543	Direct selling establishments	8	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
45439	Other direct selling establishments	6	D	D	D	a	D	D
454390	Other direct selling establishments	6	D	D	D	a	D	D
LAS CRUCES, NM								
44-45	Retail trade	407	955 616	89 148	21 332	5 655	4.4	10.3
441	Motor vehicle & parts dealers	61	284 310	21 298	5 082	897	2.5	18.3
4411	Automobile dealers	21	D	D	D	f	D	D
44111	New car dealers	10	D	D	D	f	D	D
441110	New car dealers	10	D	D	D	f	D	D
44112	Used car dealers	11	D	D	D	b	D	D
441120	Used car dealers	11	D	D	D	b	D	D
4412	Other motor vehicle dealers	10	D	D	D	b	D	D
44121	Recreational vehicle dealers	6	27 814	1 901	374	68	2.1	.5
441210	Recreational vehicle dealers	6	27 814	1 901	374	68	2.1	.5
44122	Motorcycle, boat, & other motor vehicle dealers	4	D	D	D	a	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	30	24 877	3 950	949	266	.2	.2
44131	Automotive parts & accessories stores	19	16 510	2 538	623	171	.3	—
441310	Automotive parts & accessories stores	19	16 510	2 538	623	171	.3	—
44132	Tire dealers	11	8 367	1 412	326	95	—	.5
441320	Tire dealers	11	8 367	1 412	326	95	—	.5
442	Furniture & home furnishings stores	26	D	D	D	c	D	D
4421	Furniture stores	13	12 653	2 149	546	110	12.4	6.0
44211	Furniture stores	13	12 653	2 149	546	110	12.4	6.0
442110	Furniture stores	13	12 653	2 149	546	110	12.4	6.0
4422	Home furnishings stores	13	D	D	D	c	D	D
44221	Floor covering stores	7	9 639	2 124	416	104	35.5	—
442210	Floor covering stores	7	9 639	2 124	416	104	35.5	—
443	Electronics & appliance stores	17	D	D	D	b	D	D
4431	Electronics & appliance stores	17	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores	12	8 176	1 278	304	68	18.3	—
443111	Household appliance stores	5	4 190	561	131	31	19.0	—
443112	Radio, television, & other electronics stores	7	3 986	717	173	37	17.6	—
44312	Computer & software stores	5	D	D	D	a	D	D
443120	Computer & software stores	5	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
LAS CRUCES, NM—Con.								
44-45 Retail trade—Con.								
444	Building material & garden equipment & supplies dealers	30	103 469	10 307	2 729	525	2.9	32.2
4441	Building material & supplies dealers	27	96 559	9 841	2 637	509	2.3	34.1
44411	Home centers	2	D	D	D	b	D	D
444110	Home centers	2	D	D	D	b	D	D
44412	Paint & wallpaper stores	3	D	D	D	b	D	D
444120	Paint & wallpaper stores	3	D	D	D	b	D	D
44413	Hardware stores	4	3 711	833	212	74	56.1	—
444130	Hardware stores	4	3 711	833	212	74	56.1	—
44419	Other building material dealers	18	78 736	8 212	2 238	349	.2	41.8
444190	Other building material dealers	18	78 736	8 212	2 238	349	.2	41.8
4442	Lawn & garden equipment & supplies stores	3	6 910	466	92	16	D	5.8
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	40	138 285	14 017	3 589	881	1.0	1.6
4451	Grocery stores	29	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores	17	118 278	12 350	3 228	707	.7	1.5
445110	Supermarkets & other grocery (except convenience) stores	17	118 278	12 350	3 228	707	.7	1.5
44512	Convenience stores	12	D	D	D	b	D	D
445120	Convenience stores	12	D	D	D	b	D	D
4453	Beer, wine, & liquor stores	8	D	D	D	c	D	D
44531	Beer, wine, & liquor stores	8	D	D	D	c	D	D
445310	Beer, wine, & liquor stores	8	D	D	D	c	D	D
446	Health & personal care stores	34	D	D	D	e	D	D
4461	Health & personal care stores	34	D	D	D	e	D	D
44611	Pharmacies & drug stores	11	D	D	D	c	D	D
446110	Pharmacies & drug stores	11	D	D	D	c	D	D
4461101	Pharmacies & drug stores	10	D	D	D	c	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores	3	1 583	165	40	12	—	8.4
446120	Cosmetics, beauty supplies, & perfume stores	3	1 583	165	40	12	—	8.4
44613	Optical goods stores	12	D	D	D	b	D	D
446130	Optical goods stores	12	D	D	D	b	D	D
44619	Other health & personal care stores	8	5 189	891	192	52	56.5	8.3
446191	Food (health) supplement stores	2	D	D	D	b	D	D
446199	All other health & personal care stores	6	D	D	D	b	D	D
447	Gasoline stations	44	88 593	4 272	1 059	386	3.7	1.6
4471	Gasoline stations	44	88 593	4 272	1 059	386	3.7	1.6
44711	Gasoline stations with convenience stores	22	31 278	1 457	359	126	4.8	2.9
447110	Gasoline stations with convenience stores	22	31 278	1 457	359	126	4.8	2.9
44719	Other gasoline stations	22	57 315	2 815	700	260	3.0	1.0
447190	Other gasoline stations	22	57 315	2 815	700	260	3.0	1.0
448	Clothing & clothing accessories stores	60	34 076	3 988	943	377	5.7	2.7
4481	Clothing stores	38	18 682	2 335	541	251	7.1	4.1
44815	Clothing accessories stores	3	802	154	39	17	—	—
448150	Clothing accessories stores	3	802	154	39	17	—	—
44819	Other clothing stores	6	1 647	217	55	23	—	19.0
448190	Other clothing stores	6	1 647	217	55	23	—	19.0
4482	Shoe stores	12	10 670	727	171	64	5.6	.2
44821	Shoe stores	12	10 670	727	171	64	5.6	.2
448210	Shoe stores	12	10 670	727	171	64	5.6	.2
4482101	Men's shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	6	3 646	286	69	28	—	.6
4482105	Athletic footwear stores	3	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores	10	4 724	926	231	62	—	2.7
44831	Jewelry stores	9	D	D	D	b	D	D
448310	Jewelry stores	9	D	D	D	b	D	D
44832	Luggage & leather goods stores	1	D	D	D	a	D	D
448320	Luggage & leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	26	D	D	D	c	D	D
4511	Sporting goods, hobby, & musical instrument stores	15	D	D	D	c	D	D
45111	Sporting goods stores	7	D	D	D	b	D	D
451110	Sporting goods stores	7	D	D	D	b	D	D
4511101	General-line sporting goods stores	3	D	D	D	a	D	D
45112	Hobby, toy, & game stores	3	6 101	755	162	66	—	—
451120	Hobby, toy, & game stores	3	6 101	755	162	66	—	—
45113	Sewing, needlework, & piece goods stores	2	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores	2	D	D	D	a	D	D
45114	Musical instrument & supplies stores	3	1 660	255	55	11	D	—
451140	Musical instrument & supplies stores	3	1 660	255	55	11	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—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, & music stores—Con.							
4512	Book, periodical, & music stores	11	D	D	D	b	D	D
45121	Book stores & news dealers	7	D	D	D	b	D	D
451211	Book stores	7	D	D	D	b	D	D
4512111	Book stores, general	3	D	D	D	b	D	D
4512113	College book stores	4	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores . . .	4	6 016	596	152	62	—	—
451220	Prerecorded tape, compact disc, & record stores . . .	4	6 016	596	152	62	—	—
452	General merchandise stores	11	D	D	D	g	D	D
4521	Department stores (incl leased depts) ##	8	151 644	N	N	N	—	—
45211	Department stores (incl leased depts) ##	8	151 644	N	N	N	—	—
4521	Department stores (excl leased depts)	8	149 938	14 652	3 201	1 256	—	—
45211	Department stores (excl leased depts)	8	149 938	14 652	3 201	1 256	—	—
452110	Department stores (excl leased depts)	8	149 938	14 652	3 201	1 256	—	—
4521101	Conventional department stores (excl leased depts)	1	D	D	D	c	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	5	106 457	9 617	1 947	922	—	—
4521103	National chain department stores (excl leased depts)	2	D	D	D	c	D	D
45299	All other general merchandise stores	3	D	D	D	c	D	D
452990	All other general merchandise stores	3	D	D	D	c	D	D
4529902	Catalog showrooms	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	49	46 366	5 432	1 170	323	26.6	9.7
4531	Florists	7	1 629	337	84	41	2.0	47.0
45311	Florists	7	1 629	337	84	41	2.0	47.0
453110	Florists	7	1 629	337	84	41	2.0	47.0
4532	Office supplies, stationery, & gift stores	13	8 817	1 507	303	101	8.5	30.3
45321	Office supplies & stationery stores	5	7 044	1 074	214	53	—	37.3
453210	Office supplies & stationery stores	5	7 044	1 074	214	53	—	37.3
4532102	Office supplies stores	5	7 044	1 074	214	53	—	37.3
4533	Used merchandise stores	5	840	151	34	13	28.9	30.7
45331	Used merchandise stores	5	840	151	34	13	28.9	30.7
453310	Used merchandise stores	5	840	151	34	13	28.9	30.7
4539	Other miscellaneous store retailers	24	35 080	3 437	749	168	32.3	2.3
45391	Pet & pet supplies stores	4	2 418	339	85	37	—	23.8
453910	Pet & pet supplies stores	4	2 418	339	85	37	—	23.8
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	8	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	8	D	D	D	b	D	D
45399	All other miscellaneous store retailers	11	2 386	440	89	42	6.7	9.4
454	Nonstore retailers	9	3 743	715	187	53	.6	—
4543	Direct selling establishments	9	3 743	715	187	53	.6	—
454312	Liquefied petroleum gas (bottled gas) dealers . . .	2	D	D	D	a	D	D
LAS VEGAS, NM								
44-45	Retail trade	99	163 017	14 540	3 379	1 047	19.4	6.0
441	Motor vehicle & parts dealers	10	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	D	D	D	b	D	D
4421	Furniture stores	2	D	D	D	a	D	D
44211	Furniture stores	2	D	D	D	a	D	D
442110	Furniture stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	4	1 336	257	55	16	9.2	—
4431	Electronics & appliance stores	4	1 336	257	55	16	9.2	—
444	Building material & garden equipment & supplies dealers	9	17 709	2 006	468	107	6.8	16.0
4441	Building material & supplies dealers	7	D	D	D	b	D	D
44419	Other building material dealers	5	8 186	756	179	55	14.6	34.5
444190	Other building material dealers	5	8 186	756	179	55	14.6	34.5
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	12	40 921	3 440	870	283	10.4	14.6
4451	Grocery stores	5	D	D	D	e	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health & personal care stores	5	D	D	D	b	D	D
4461	Health & personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	23	D	D	D	c	D	D
4471	Gasoline stations	23	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
44719	Other gasoline stations	15	D	D	D	b	D	D
447190	Other gasoline stations	15	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 VEGAS, NM—Con.								
44-45	Retail trade—Con.							
448	Clothing & clothing accessories stores	11	2 853	428	80	27	28.7	2.1
451	Sporting goods, hobby, book, & music stores	6	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	6	7 034	759	189	33	—	—
4543	Direct selling establishments	5	D	D	D	b	D	D
45431	Fuel dealers	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	5	D	D	D	b	D	D
LORDSBURG, NM								
44-45	Retail trade	29	43 846	3 216	734	206	41.7	11.0
441	Motor vehicle & parts dealers	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	6	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	13	D	D	D	b	D	D
4471	Gasoline stations	13	D	D	D	b	D	D
44719	Other gasoline stations	8	20 861	820	195	72	4.5	8.3
447190	Other gasoline stations	8	20 861	820	195	72	4.5	8.3
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
LOS LUNAS, NM								
44-45	Retail trade	34	93 839	9 255	2 013	543	26.7	1.0
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	c	D	D
4441	Building material & supplies dealers	1	D	D	D	c	D	D
44419	Other building material dealers	1	D	D	D	c	D	D
444190	Other building material dealers	1	D	D	D	c	D	D
445	Food & beverage stores	4	31 164	2 824	616	144	1.8	—
4451	Grocery stores	2	D	D	D	c	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health & personal care stores	4	D	D	D	b	D	D
4461	Health & personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	5	14 590	646	161	53	—	—
44711	Gasoline stations with convenience stores	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores	4	D	D	D	b	D	D
4481	Clothing stores	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
LOS RANCHOS DE ALBUQUERQUE, NM								
44-45	Retail trade	35	38 611	5 482	1 353	408	9.8	5.0
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	b	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
446	Health & personal care stores	4	2 406	544	153	37	—	—
446191	Food (health) supplement stores	1	D	D	D	a	D	D
447	Gasoline stations	5	D	D	D	a	D	D
448	Clothing & clothing accessories stores	8	9 579	1 071	256	107	27.2	—
4481	Clothing stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
4521103	National chain department stores (excl leased depts)	1	D	D	D	c	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	2 515	677	164	25	D	—
LOVINGTON, NM								
44-45	Retail trade	46	45 086	4 960	1 167	293	9.2	8.3
441	Motor vehicle & parts dealers	8	D	D	D	b	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	7	16 649	1 863	460	115	4.1	—
446	Health & personal care stores	3	1 814	98	23	11	D	18.9
447	Gasoline stations	10	7 324	496	115	37	3.6	10.7
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
PORTALES, NM								
44-45	Retail trade	56	85 350	8 469	1 610	499	7.3	9.5
441	Motor vehicle & parts dealers	4	D	D	D	c	D	D
442	Furniture & home furnishings stores	4	D	D	D	b	D	D
4421	Furniture stores	3	1 948	282	62	17	D	—
44211	Furniture stores	3	1 948	282	62	17	D	—
442110	Furniture stores	3	1 948	282	62	17	D	—
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	6 636	635	118	29	20.0	.8
4442	Lawn & garden equipment & supplies stores	6	D	D	D	a	D	D
44422	Nursery & garden centers	6	D	D	D	a	D	D
444220	Nursery & garden centers	6	D	D	D	a	D	D
445	Food & beverage stores	7	D	D	D	c	D	D
446	Health & personal care stores	3	3 236	428	102	19	D	—
447	Gasoline stations	5	D	D	D	a	D	D
448	Clothing & clothing accessories stores	6	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	b	D	D
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
RATON, NM								
44-45	Retail trade	61	77 965	6 593	1 430	452	24.3	1.3
441	Motor vehicle & parts dealers	8	D	D	D	b	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	4	D	D	D	b	D	D
446	Health & personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	18	25 193	1 112	263	90	3.8	—
4471	Gasoline stations	18	25 193	1 112	263	90	3.8	—
44711	Gasoline stations with convenience stores	11	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	11	D	D	D	b	D	D
44719	Other gasoline stations	7	D	D	D	b	D	D
447190	Other gasoline stations	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores	9	D	D	D	b	D	D
452	General merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	7	684	80	15	12	47.2	41.5
454	Nonstore retailers	2	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
RIO RANCHO, NM *								
44-45	Retail trade	64	292 401	28 259	6 350	1 505	34.2	1.5
441	Motor vehicle & parts dealers	10	107 542	6 753	1 612	236	91.8	.1
4411	Automobile dealers	2	D	D	D	c	D	D
44111	New car dealers	2	D	D	D	c	D	D
441110	New car dealers	2	D	D	D	c	D	D
4413	Automotive parts, accessories, & tire stores	7	D	D	D	b	D	D
44131	Automotive parts & accessories stores	6	D	D	D	b	D	D
441310	Automotive parts & accessories stores	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	1 232	185	30	7	D	—
443	Electronics & appliance stores	2	D	D	D	a	D	D
4431	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	11	D	D	D	b	D	D
4441	Building material & supplies dealers	10	D	D	D	b	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
445	Food & beverage stores	10	54 047	5 789	1 392	293	.2	.2
4451	Grocery stores	7	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	5	52 916	5 640	1 359	284	—	.2
445110	Supermarkets & other grocery (except convenience) stores	5	52 916	5 640	1 359	284	—	.2
446	Health & personal care stores	10	15 796	1 753	449	157	1.1	.9
4461	Health & personal care stores	10	15 796	1 753	449	157	1.1	.9
447	Gasoline stations	6	15 234	591	144	56	—	21.3
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	b	D	D
4512	Book, periodical, & music stores	1	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores	1	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores	1	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	6	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	e	D	D
4541	Electronic shopping & mail-order houses	2	D	D	D	e	D	D
45411	Electronic shopping & mail-order houses	2	D	D	D	e	D	D
454110	Electronic shopping & mail-order houses	2	D	D	D	e	D	D
RIO RANCHO, NM (BERNALILLO COUNTY PART) *								
44-45	Retail trade	1	D	D	D	c	D	D
441	Motor vehicle & parts dealers	1	D	D	D	c	D	D
4411	Automobile dealers	1	D	D	D	c	D	D
44111	New car dealers	1	D	D	D	c	D	D
441110	New car dealers	1	D	D	D	c	D	D
RIO RANCHO, NM (SANDOVAL COUNTY PART) *								
44-45	Retail trade	63	D	D	D	g	D	D
441	Motor vehicle & parts dealers	9	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	7	D	D	D	b	D	D
44131	Automotive parts & accessories stores	6	D	D	D	b	D	D
441310	Automotive parts & accessories stores	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	1 232	185	30	7	D	—
443	Electronics & appliance stores	2	D	D	D	a	D	D
4431	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	11	D	D	D	b	D	D
4441	Building material & supplies dealers	10	D	D	D	b	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
445	Food & beverage stores	10	54 047	5 789	1 392	293	.2	.2
4451	Grocery stores	7	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	5	52 916	5 640	1 359	284	—	.2
445110	Supermarkets & other grocery (except convenience) stores	5	52 916	5 640	1 359	284	—	.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
	RIO RANCHO, NM (SANDOVAL COUNTY PART) *—Con.							
44-45	Retail trade—Con.							
446	Health & personal care stores	10	15 796	1 753	449	157	1.1	.9
4461	Health & personal care stores	10	15 796	1 753	449	157	1.1	.9
447	Gasoline stations	6	15 234	591	144	56	—	21.3
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	b	D	D
4512	Book, periodical, & music stores	1	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores	1	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores	1	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	6	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	e	D	D
4541	Electronic shopping & mail-order houses	2	D	D	D	e	D	D
45411	Electronic shopping & mail-order houses	2	D	D	D	e	D	D
454110	Electronic shopping & mail-order houses	2	D	D	D	e	D	D
	ROSWELL, NM							
44-45	Retail trade	243	384 278	37 745	9 149	2 542	8.9	6.8
441	Motor vehicle & parts dealers	34	72 530	6 182	1 393	292	9.3	6.8
4411	Automobile dealers	17	D	D	D	c	D	D
44112	Used car dealers	8	D	D	D	b	D	D
441120	Used car dealers	8	D	D	D	b	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	15	12 555	2 141	486	103	11.2	30.1
44131	Automotive parts & accessories stores	11	D	D	D	b	D	D
441310	Automotive parts & accessories stores	11	D	D	D	b	D	D
44132	Tire dealers	4	D	D	D	b	D	D
441320	Tire dealers	4	D	D	D	b	D	D
442	Furniture & home furnishings stores	14	9 850	1 549	397	101	30.9	9.4
4421	Furniture stores	9	7 083	1 222	317	79	25.2	10.3
44211	Furniture stores	9	7 083	1 222	317	79	25.2	10.3
442110	Furniture stores	9	7 083	1 222	317	79	25.2	10.3
4422	Home furnishings stores	5	2 767	327	80	22	45.3	7.2
443	Electronics & appliance stores	7	2 950	436	104	29	40.2	—
4431	Electronics & appliance stores	7	2 950	436	104	29	40.2	—
44312	Computer & software stores	4	1 380	180	39	9	33.5	—
443120	Computer & software stores	4	1 380	180	39	9	33.5	—
444	Building material & garden equipment & supplies dealers	24	41 376	4 243	962	224	8.2	2.5
4441	Building material & supplies dealers	19	D	D	D	c	D	D
44419	Other building material dealers	13	D	D	D	c	D	D
444190	Other building material dealers	13	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores	5	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	24	D	D	D	e	D	D
4451	Grocery stores	17	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	9	58 668	5 797	1 315	324	.6	23.6
445110	Supermarkets & other grocery (except convenience) stores	9	58 668	5 797	1 315	324	.6	23.6
44512	Convenience stores	8	D	D	D	b	D	D
445120	Convenience stores	8	D	D	D	b	D	D
4452	Specialty food stores	5	D	D	D	a	D	D
446	Health & personal care stores	14	D	D	D	c	D	D
4461	Health & personal care stores	14	D	D	D	c	D	D
44619	Other health & personal care stores	4	D	D	D	a	D	D
446191	Food (health) supplement stores	2	D	D	D	a	D	D
447	Gasoline stations	35	42 039	2 639	642	199	18.4	2.4
4471	Gasoline stations	35	42 039	2 639	642	199	18.4	2.4
44711	Gasoline stations with convenience stores	14	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	14	D	D	D	b	D	D
44719	Other gasoline stations	21	D	D	D	c	D	D
447190	Other gasoline stations	21	D	D	D	c	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
SILVER CITY, NM—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	17	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	6	D	D	D	b	D	D
4541	Electronic shopping & mail-order houses	3	3 829	310	79	17	D	—
45411	Electronic shopping & mail-order houses	3	3 829	310	79	17	D	—
454110	Electronic shopping & mail-order houses	3	3 829	310	79	17	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D
SOCORRO, NM								
44-45	Retail trade	43	62 169	5 826	1 302	339	17.1	6.1
441	Motor vehicle & parts dealers	8	17 642	1 329	284	65	4.1	21.6
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	c	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	9	12 873	690	107	50	29.6	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	3	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	b	D	D
SUNLAND PARK, NM								
44-45	Retail trade	3	196	22	7	5	—	44.9
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
TAOS, NM								
44-45	Retail trade	178	163 277	18 899	4 360	1 210	16.6	5.6
441	Motor vehicle & parts dealers	10	D	D	D	b	D	D
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	16	3 977	482	129	38	59.2	8.1
4422	Home furnishings stores	12	2 977	345	97	31	58.5	10.8
44229	Other home furnishings stores	10	D	D	D	b	D	D
443	Electronics & appliance stores	5	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	15 434	2 364	648	109	26.5	—
4441	Building material & supplies dealers	10	15 434	2 364	648	109	26.5	—
44413	Hardware stores	4	D	D	D	b	D	D
444130	Hardware stores	4	D	D	D	b	D	D
44419	Other building material dealers	5	5 867	643	101	20	48.6	—
444190	Other building material dealers	5	5 867	643	101	20	48.6	—
445	Food & beverage stores	5	41 713	4 119	991	228	—	.1
4451	Grocery stores	3	D	D	D	c	D	D
44511	Supermarkets & other grocery (except convenience) stores	2	D	D	D	c	D	D
445110	Supermarkets & other grocery (except convenience) stores	2	D	D	D	c	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
	TAOS, NM—Con.							
44-45	Retail trade—Con.							
446	Health & personal care stores	5	D	D	D	b	D	D
4461	Health & personal care stores	5	D	D	D	b	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44619	Other health & personal care stores	3	5 129	1 068	207	47	—	—
446191	Food (health) supplement stores	2	D	D	D	b	D	D
447	Gasoline stations	7	12 373	557	135	39	—	48.7
448	Clothing & clothing accessories stores	44	14 625	2 039	436	170	27.5	3.9
4481	Clothing stores	22	8 685	1 083	227	90	28.1	4.2
44819	Other clothing stores	3	D	D	D	a	D	D
448190	Other clothing stores	3	D	D	D	a	D	D
4483	Jewelry, luggage, & leather goods stores	16	3 828	577	124	49	30.7	5.5
44831	Jewelry stores	16	3 828	577	124	49	30.7	5.5
448310	Jewelry stores	16	3 828	577	124	49	30.7	5.5
451	Sporting goods, hobby, book, & music stores	17	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	13	3 169	360	67	38	35.0	5.5
452	General merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	51	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	14	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores	13	3 346	687	129	46	12.5	12.4
453220	Gift, novelty, & souvenir stores	13	3 346	687	129	46	12.5	12.4
4539	Other miscellaneous store retailers	30	D	D	D	b	D	D
45392	Art dealers	27	7 467	1 238	244	75	25.1	4.8
453920	Art dealers	27	7 467	1 238	244	75	25.1	4.8
454	Nonstore retailers	4	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D
	TRUTH OR CONSEQUENCES, NM							
44-45	Retail trade	47	57 199	4 766	974	331	11.4	4.4
441	Motor vehicle & parts dealers	11	15 096	962	174	63	3.9	10.7
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	3 849	467	105	27	1.9	—
445	Food & beverage stores	7	22 971	1 932	445	136	19.4	—
44512	Convenience stores	3	D	D	D	b	D	D
445120	Convenience stores	3	D	D	D	b	D	D
446	Health & personal care stores	4	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	b	D	D
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529901	Variety stores	3	2 815	246	54	25	—	26.4
453	Miscellaneous store retailers	7	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
TUCUMCARI, NM								
44-45	Retail trade	52	84 633	7 560	1 811	510	8.1	1.3
441	Motor vehicle & parts dealers	7	11 512	850	233	52	3.3	8.3
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	D	D	D	b	D	D
445	Food & beverage stores	5	13 103	1 474	336	98	1.9	—
446	Health & personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	14	32 549	2 038	464	162	8.0	—
4471	Gasoline stations	14	32 549	2 038	464	162	8.0	—
44719	Other gasoline stations	9	D	D	D	c	D	D
447190	Other gasoline stations	9	D	D	D	c	D	D
448	Clothing & clothing accessories stores	5	854	77	18	13	18.9	12.2
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
TULAROSA, NM								
44-45	Retail trade	9	8 858	927	360	66	15.6	3.4
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF BERNALILLO COUNTY, NM								
44-45	Retail trade	262	D	D	D	h	D	D
441	Motor vehicle & parts dealers	25	D	D	D	c	D	D
44112	Used car dealers	7	D	D	D	a	D	D
441120	Used car dealers	7	D	D	D	a	D	D
4412	Other motor vehicle dealers	6	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	5	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	12	D	D	D	b	D	D
44131	Automotive parts & accessories stores	8	D	D	D	b	D	D
441310	Automotive parts & accessories stores	8	D	D	D	b	D	D
442	Furniture & home furnishings stores	11	D	D	D	b	D	D
4422	Home furnishings stores	7	D	D	D	b	D	D
44229	Other home furnishings stores	4	D	D	D	b	D	D
442299	All other home furnishings stores	4	D	D	D	b	D	D
443	Electronics & appliance stores	7	D	D	D	b	D	D
4431	Electronics & appliance stores	7	D	D	D	b	D	D
44313	Camera & photographic supplies stores	2	D	D	D	a	D	D
443130	Camera & photographic supplies stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	29	D	D	D	e	D	D
4441	Building material & supplies dealers	23	D	D	D	e	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44419	Other building material dealers	20	53 108	4 982	964	189	1.3	7.0
444190	Other building material dealers	20	53 108	4 982	964	189	1.3	7.0
4442	Lawn & garden equipment & supplies stores	6	D	D	D	b	D	D
44422	Nursery & garden centers	6	D	D	D	b	D	D
444220	Nursery & garden centers	6	D	D	D	b	D	D

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

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							From administrative records ¹	Estimated ²
BALANCE OF BERNALILLO COUNTY, NM—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	10	8 710	907	260	42	29.3	13.1
4542	Vending machine operators	2	D	D	D	a	D	D
45421	Vending machine operators	2	D	D	D	a	D	D
454210	Vending machine operators	2	D	D	D	a	D	D
4543	Direct selling establishments	7	D	D	D	b	D	D
45431	Fuel dealers	7	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	7	D	D	D	b	D	D
BALANCE OF CATRON COUNTY, NM								
44-45	Retail trade	12	3 148	339	75	37	50.8	10.9
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	3	679	104	14	10	D	38.4
452	General merchandise stores	5	1 664	179	47	21	58.5	—
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF CHAVES COUNTY, NM								
44-45	Retail trade	26	26 742	2 733	578	160	25.0	5.8
441	Motor vehicle & parts dealers	4	778	91	15	5	28.0	3.7
444	Building material & garden equipment & supplies dealers	5	8 058	871	153	30	6.1	—
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	8	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	7 261	531	119	36	D	—
453	Miscellaneous store retailers	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	3	2 157	327	80	21	—	57.0
BALANCE OF CIBOLA COUNTY, NM								
44-45	Retail trade	26	61 895	3 322	748	270	4.4	10.8
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	3	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	b	D	D
447	Gasoline stations	10	44 667	1 732	400	146	3.4	1.1
4471	Gasoline stations	10	44 667	1 732	400	146	3.4	1.1
44719	Other gasoline stations	4	37 598	1 150	266	107	—	1.3
447190	Other gasoline stations	4	37 598	1 150	266	107	—	1.3
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	1	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 COLFAX COUNTY, NM								
44-45	Retail trade	34	26 629	2 542	594	154	28.1	1.6
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	D	D	D	b	D	D
4441	Building material & supplies dealers	4	D	D	D	b	D	D
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	8	6 598	639	153	38	36.3	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	5	1 000	89	22	9	88.4	11.6
454	Nonstore retailers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D
BALANCE OF CURRY COUNTY, NM								
44-45	Retail trade	14	12 093	1 273	280	103	21.2	24.2
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	5 658	430	102	43	D	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF DEBACA COUNTY, NM								
44-45	Retail trade	13	8 692	759	180	59	37.5	1.7
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	3	3 107	362	89	26	D	—
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

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

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							From administrative records ¹	Estimated ²
BALANCE OF DONA ANA COUNTY, NM								
44-45	Retail trade	101	103 332	8 961	2 181	606	8.7	16.9
441	Motor vehicle & parts dealers	7	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	14	28 919	2 092	587	94	2.7	5.4
4442	Lawn & garden equipment & supplies stores	5	25 207	1 483	432	61	—	6.2
44422	Nursery & garden centers	5	25 207	1 483	432	61	—	6.2
444220	Nursery & garden centers	5	25 207	1 483	432	61	—	6.2
445	Food & beverage stores	25	D	D	D	c	D	D
44512	Convenience stores	7	D	D	D	b	D	D
445120	Convenience stores	7	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	21 159	1 052	251	102	1.8	24.8
4471	Gasoline stations	8	21 159	1 052	251	102	1.8	24.8
44719	Other gasoline stations	3	13 630	656	154	60	—	38.6
447190	Other gasoline stations	3	13 630	656	154	60	—	38.6
448	Clothing & clothing accessories stores	14	4 364	936	206	59	.5	12.9
4483	Jewelry, luggage, & leather goods stores	7	2 784	692	152	34	—	12.8
451	Sporting goods, hobby, book, & music stores	3	D	D	D	a	D	D
4511	Sporting goods, hobby, & musical instrument stores	2	D	D	D	a	D	D
4511101	General-line sporting goods stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	14	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	7	3 044	474	99	34	20.4	—
45322	Gift, novelty, & souvenir stores	7	3 044	474	99	34	20.4	—
453220	Gift, novelty, & souvenir stores	7	3 044	474	99	34	20.4	—
4539	Other miscellaneous store retailers	4	2 345	281	67	18	—	3.7
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	9	9 938	1 390	335	71	7.3	—
4543	Direct selling establishments	7	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	4	D	D	D	b	D	D
454390	Other direct selling establishments	4	D	D	D	b	D	D
BALANCE OF EDDY COUNTY, NM								
44-45	Retail trade	14	12 050	1 034	241	85	5.6	.6
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
4543	Direct selling establishments	1	D	D	D	a	D	D
45431	Fuel dealers	1	D	D	D	a	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records ¹	Estimated ²
BALANCE OF GRANT COUNTY, NM								
44-45	Retail trade	16	D	D	D	b	D	D
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
447	Gasoline stations	6	3 226	254	91	20	35.8	38.1
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF GUADALUPE COUNTY, NM								
44-45	Retail trade	27	31 983	3 473	790	333	27.8	3.0
441	Motor vehicle & parts dealers	3	493	58	19	5	—	—
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	12	21 897	2 230	512	241	19.9	4.4
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	2	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF HARDING COUNTY, NM								
44-45	Retail trade	3	8 147	475	110	13	D	—
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
4543	Direct selling establishments	2	D	D	D	a	D	D
45431	Fuel dealers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D
BALANCE OF HIDALGO COUNTY, NM								
44-45	Retail trade	7	5 458	456	101	32	27.2	10.6
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF LEA COUNTY, NM								
44-45	Retail trade	18	17 869	2 221	444	116	4.3	.7
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	6	4 601	524	127	45	—	2.6
447	Gasoline stations	7	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF LINCOLN COUNTY, NM								
44-45	Retail trade	35	19 916	2 055	426	122	22.4	12.2
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	3 370	430	99	23	5.6	.4
445	Food & beverage stores	7	D	D	D	b	D	D
447	Gasoline stations	12	9 944	769	144	42	21.6	10.6
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
BALANCE OF LOS ALAMOS COUNTY, NM								
44-45	Retail trade	59	74 087	7 989	1 933	555	4.9	1.6
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	4	1 339	192	39	16	46.3	1.3
444	Building material & garden equipment & supplies dealers	4	3 845	430	111	37	—	12.5
4441	Building material & supplies dealers	4	3 845	430	111	37	—	12.5
445	Food & beverage stores	4	38 998	3 803	917	200	3.5	—
446	Health & personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	9	12 993	1 009	248	99	—	—
448	Clothing & clothing accessories stores	6	2 081	386	98	32	27.2	.6
451	Sporting goods, hobby, book, & music stores	9	4 854	721	171	63	15.2	6.1
4512	Book, periodical, & music stores	5	3 241	424	92	37	14.7	—
45121	Book stores & news dealers	4	D	D	D	b	D	D
4512111	Book stores, general	3	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
45392	Art dealers	3	396	59	14	7	D	38.9
453920	Art dealers	3	396	59	14	7	D	38.9
454	Nonstore retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF LUNA COUNTY, NM								
44-45	Retail trade	6	3 073	347	75	32	9.4	12.7
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	3	D	D	D	b	D	D
BALANCE OF MCKINLEY COUNTY, NM								
44-45	Retail trade	46	104 781	11 237	2 667	806	11.3	1.8
441	Motor vehicle & parts dealers	3	1 487	213	58	13	—	—
445	Food & beverage stores	9	15 398	1 992	472	136	13.4	—
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	15	55 286	5 070	1 143	333	—	1.1
4471	Gasoline stations	15	55 286	5 070	1 143	333	—	1.1
44711	Gasoline stations with convenience stores	12	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	b	D	D
44719	Other gasoline stations	3	D	D	D	e	D	D
447190	Other gasoline stations	3	D	D	D	e	D	D
448	Clothing & clothing accessories stores	5	3 881	473	114	48	44.0	26.0
4483	Jewelry, luggage, & leather goods stores	5	3 881	473	114	48	44.0	26.0
44831	Jewelry stores	5	3 881	473	114	48	44.0	26.0
448310	Jewelry stores	5	3 881	473	114	48	44.0	26.0
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	7	21 818	2 746	736	235	35.9	—
45299	All other general merchandise stores	6	D	D	D	c	D	D
452990	All other general merchandise stores	6	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	6	D	D	D	c	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	b	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D
BALANCE OF MORA COUNTY, NM								
44-45	Retail trade	12	7 330	719	159	57	13.1	.7
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	b	D	D
447	Gasoline stations	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
454	Nonstore retailers	3	1 875	189	47	17	—	—

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							From administrative records ¹	Estimated ²
BALANCE OF OTERO COUNTY, NM								
44-45	Retail trade	42	30 006	2 834	614	219	11.3	2.8
441	Motor vehicle & parts dealers	3	D	D	D	a	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	8	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	3	D	D	D	a	D	D
453	Miscellaneous store retailers	13	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	7	2 087	332	56	30	22.8	16.5
454	Nonstore retailers	5	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	D	D	D	a	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
BALANCE OF QUAY COUNTY, NM								
44-45	Retail trade	19	14 954	988	222	84	11.8	5.9
441	Motor vehicle & parts dealers	3	562	60	11	3	D	—
444	Building material & garden equipment & supplies dealers	3	D	D	D	a	D	D
445	Food & beverage stores	4	1 546	148	32	15	77.1	—
447	Gasoline stations	6	11 390	628	142	53	.7	—
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF RIO ARRIBA COUNTY, NM								
44-45	Retail trade	37	26 099	2 778	671	220	38.1	6.7
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	b	D	D
445	Food & beverage stores	8	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	10	8 373	457	110	45	58.6	11.3
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	1 968	173	39	17	5.4	1.6
45299	All other general merchandise stores	4	1 968	173	39	17	5.4	1.6
452990	All other general merchandise stores	4	1 968	173	39	17	5.4	1.6
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	1 893	223	69	33	D	23.7
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	b	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF ROOSEVELT COUNTY, NM								
44-45	Retail trade	15	35 859	2 153	537	127	7.6	.7
441	Motor vehicle & parts dealers	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	4	3 992	323	75	25	1.8	—
445	Food & beverage stores	2	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
BALANCE OF SANDOVAL COUNTY, NM								
44-45	Retail trade	61	D	D	D	e	D	D
441	Motor vehicle & parts dealers	3	926	123	27	9	100.0	—
442	Furniture & home furnishings stores	9	D	D	D	b	D	D
4422	Home furnishings stores	9	D	D	D	b	D	D
44229	Other home furnishings stores	9	D	D	D	b	D	D
442299	All other home furnishings stores	9	D	D	D	b	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
445	Food & beverage stores	6	3 174	373	82	33	32.3	11.0
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	16	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	13	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	13	D	D	D	b	D	D
448	Clothing & clothing accessories stores	14	D	D	D	b	D	D
4481	Clothing stores	11	D	D	D	b	D	D
44819	Other clothing stores	3	D	D	D	b	D	D
448190	Other clothing stores	3	D	D	D	b	D	D
44832	Luggage & leather goods stores	1	D	D	D	a	D	D
448320	Luggage & leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	5	D	D	D	a	D	D
BALANCE OF SAN JUAN COUNTY, NM								
44-45	Retail trade	87	87 261	8 666	1 903	533	16.5	3.2
441	Motor vehicle & parts dealers	13	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	b	D	D
4422	Home furnishings stores	1	D	D	D	b	D	D
44221	Floor covering stores	1	D	D	D	b	D	D
442210	Floor covering stores	1	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	13	D	D	D	c	D	D
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	25	26 342	1 955	363	154	4.3	.1
4471	Gasoline stations	25	26 342	1 955	363	154	4.3	.1
44711	Gasoline stations with convenience stores	23	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	23	D	D	D	c	D	D
448	Clothing & clothing accessories stores	3	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 SAN JUAN COUNTY, NM—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	8	D	D	D	b	D	D
45299	All other general merchandise stores	8	D	D	D	b	D	D
452990	All other general merchandise stores	8	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	7	D	D	D	b	D	D
453	Miscellaneous store retailers	10	13 885	1 087	213	47	1.5	.4
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	3	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	6	D	D	D	b	D	D
4543	Direct selling establishments	5	D	D	D	b	D	D
45431	Fuel dealers	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D
BALANCE OF SAN MIGUEL COUNTY, NM								
44-45	Retail trade	15	5 368	603	130	40	27.0	6.7
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
445	Food & beverage stores	5	2 228	253	44	20	13.8	—
447	Gasoline stations	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	3	D	D	D	a	D	D
454	Nonstore retailers	4	1 865	270	67	14	—	16.4
454319	Other fuel dealers	1	D	D	D	a	D	D
BALANCE OF SANTA FE COUNTY, NM								
44-45	Retail trade	59	51 209	5 804	1 261	332	11.9	12.2
441	Motor vehicle & parts dealers	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	5	D	D	D	b	D	D
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
445	Food & beverage stores	8	D	D	D	b	D	D
447	Gasoline stations	4	4 076	379	82	22	28.7	—
448	Clothing & clothing accessories stores	8	2 962	699	88	32	8.0	2.3
44832	Luggage & leather goods stores	2	D	D	D	a	D	D
448320	Luggage & leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	4	1 388	159	55	19	—	—
4512112	Specialty book stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	13	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	5	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores	5	D	D	D	b	D	D
453220	Gift, novelty, & souvenir stores	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45392	Art dealers	3	1 757	515	179	22	D	—
453920	Art dealers	3	1 757	515	179	22	D	—
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	12	D	D	D	b	D	D
4543	Direct selling establishments	5	D	D	D	b	D	D
45431	Fuel dealers	3	4 315	467	116	23	D	—
454312	Liquefied petroleum gas (bottled gas) dealers	3	4 315	467	116	23	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]

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							From administrative records ¹	Estimated ²
BALANCE OF SIERRA COUNTY, NM								
44-45	Retail trade	13	5 421	433	97	48	33.7	10.6
441	Motor vehicle & parts dealers	3	318	65	12	4	D	—
443	Electronics & appliance stores	1	D	D	D	a	D	D
445	Food & beverage stores	4	477	79	20	12	100.0	—
447	Gasoline stations	3	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF SOCORRO COUNTY, NM								
44-45	Retail trade	14	8 427	471	101	46	43.4	8.9
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	4	D	D	D	b	D	D
447	Gasoline stations	4	4 596	115	26	11	11.0	13.1
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF TAOS COUNTY, NM								
44-45	Retail trade	81	43 551	4 780	1 080	344	36.4	8.3
441	Motor vehicle & parts dealers	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	4	582	180	48	16	67.4	—
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	4 927	955	138	34	15.0	4.0
445	Food & beverage stores	17	8 437	810	213	80	72.2	3.6
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	12	8 461	556	94	37	13.3	1.3
448	Clothing & clothing accessories stores	7	1 393	179	59	23	45.4	49.9
451	Sporting goods, hobby, book, & music stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	18	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	10	2 649	354	76	38	21.3	18.1
4539	Other miscellaneous store retailers	7	D	D	D	a	D	D
45392	Art dealers	6	2 133	100	24	10	13.5	77.6
453920	Art dealers	6	2 133	100	24	10	13.5	77.6
454	Nonstore retailers	4	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 TORRANCE COUNTY, NM								
44-45	Retail trade	44	73 159	5 551	1 425	441	17.7	6.8
441	Motor vehicle & parts dealers	4	20 079	1 454	314	53	4.2	—
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	D	D	D	b	D	D
4441	Building material & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	8	13 829	1 217	246	93	51.0	—
446	Health & personal care stores	3	2 389	306	87	21	D	—
447	Gasoline stations	11	28 318	1 371	470	166	2.0	15.8
44719	Other gasoline stations	4	D	D	D	c	D	D
447190	Other gasoline stations	4	D	D	D	c	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
454	Nonstore retailers	3	1 859	290	82	29	D	—
BALANCE OF UNION COUNTY, NM								
44-45	Retail trade	27	15 280	1 340	333	103	20.9	19.6
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	975	110	27	8	D	—
445	Food & beverage stores	4	5 474	557	134	42	4.8	7.8
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	5	2 480	172	45	13	29.3	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	814	120	36	15	D	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF VALENCIA COUNTY, NM								
44-45	Retail trade	34	62 453	4 825	1 192	306	28.9	.5
441	Motor vehicle & parts dealers	4	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	D	D	D	b	D	D
445	Food & beverage stores	5	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	8	D	D	D	b	D	D
4471	Gasoline stations	8	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	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
	BALANCE OF VALENCIA COUNTY, NM— Con.							
44-45	Retail trade—Con.							
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	a	D	D

Data for this line not included in broader kind-of-business totals.

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

RETAIL TRADE

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

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

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from sales. Sales do not include carrying or other credit charges; sales (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.

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

**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

44-45 RETAIL TRADE

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

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

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. These include establishments, such as office supply stores, computer and software stores, building materials dealers, plumbing supply stores, and electrical supply stores. Catalog showrooms, gasoline service stations, automotive dealers, and mobile home dealers are treated as store retailers.

In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. For example, new automobile dealers, electronic and appliance stores, and musical instrument and supply stores often provide repair services. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are classified in this sector.

The first eleven subsectors of retail trade are store retailers. The establishments are grouped into industries and industry groups typically based on one or more of the following criteria:

The merchandise line or lines carried by the store; for example, specialty stores are distinguished from general-line stores.

The usual trade designation of the establishments. This criterion applies in cases where a store type is well recognized by the industry and the public, but difficult to define strictly in terms of commodity lines carried; for example, pharmacies, hardware stores, and department stores.

Capital requirements in terms of display equipment; for example, food stores have equipment requirements not found in other retail industries.

Human resource requirements in terms of expertise; for example, the staff of an automobile dealer requires knowledge in financing, registering, and licensing issues that are not necessary in other retail industries.

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

The buying of goods for resale is a characteristic of retail trade establishments that particularly distinguishes them from establishments in the agriculture, manufacturing, and construction industries. For example, farms that sell their products at or from the point of production are not classified in retail, but rather in agriculture. Similarly, establishments that both manufacture and sell their products to the general public are not classified in retail, but rather in manufacturing. However, establishments that engage in processing activities incidental to retailing are classified in retail. This includes establishments, such as optical goods stores that do in-store grinding of lenses, and meat and seafood markets.

Wholesalers also engage in the buying of goods for resale, but they are not usually organized to serve the general public. They typically operate from a warehouse or office and neither the design nor the location of these premises is intended to solicit a high volume of walk-in traffic. Wholesalers supply institutional, industrial, wholesale, and retail clients; their operations are, therefore, generally organized to purchase, sell, and deliver merchandise in larger quantities. However, dealers of durable nonconsumer goods, such as farm machinery and heavy duty trucks, are included in wholesale trade even if they often sell these products in single units.

441 Motor Vehicle and Parts Dealers

Industries in the Motor Vehicle and Parts Dealers subsector retail motor vehicle and parts merchandise from fixed point-of-sale locations. Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of

vehicles and the related parts require little by way of display equipment. The personnel generally include both the sales and sales support staff familiar with the requirements for registering and financing a vehicle as well as a staff of parts experts and mechanics trained to provide repair and maintenance services for the vehicles. Specific industries have been included in this subsector to identify the type of vehicle being retailed.

Sales of capital or durable nonconsumer goods, such as medium and heavy-duty trucks, are always included in wholesale trade. These goods are virtually never sold through retail methods.

4411 Automobile Dealers

This industry group comprises establishments primarily engaged in retailing new and used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

44111 New Car Dealers

This industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.

441110 New Car Dealers

This U.S. industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.

The data published with NAICS code 441110 are comprised of the following SIC industry:

5511 Motor vehicle dealers (new and used)

44112 Used Car Dealers

This industry comprises establishments primarily engaged in retailing used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

441120 Used Car Dealers

This U.S. industry comprises establishments primarily engaged in retailing used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

The data published with NAICS code 441120 are comprised of the following SIC industry:

5521 Motor vehicle dealers (used only)

4412 Other Motor Vehicle Dealers

This industry group comprises establishments primarily engaged in retailing new and used vehicles (except automobiles, light trucks, such as sport utility vehicles, and passenger and cargo vans).

44121 Recreational Vehicle Dealers

This industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

441210 Recreational Vehicle Dealers

This U.S. industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

The data published with NAICS code 441210 are comprised of the following SIC industry:

5561 Recreational vehicle dealers

44122 Motorcycle, Boat, and Other Motor Vehicle Dealers

This industry comprises establishments primarily engaged in retailing new and used motorcycles, boats, and other vehicles (except automobiles, light trucks, and recreational vehicles), or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

441221 Motorcycle Dealers

This U.S. industry comprises establishments primarily engaged in retailing new and/or used motorcycles, motor scooters, motor bikes, mopeds, off-road all-terrain vehicles, and personal watercraft, or retailing these new vehicles in combination with repair services and selling replacement parts and accessories.

The data published with NAICS code 441221 are comprised of the following SIC industry:

5571 Motorcycle dealers

441222 Boat Dealers

This U.S. industry comprises establishments primarily engaged in (1) retailing new and/or used boats or retailing new boats in combination with activities, such as repair services and selling replacement parts and accessories, and/or (2) retailing new and/or used outboard motors, boat trailers, marine supplies, parts, and accessories.

The data published with NAICS code 441222 are comprised of the following SIC industry:

5551 Boat dealers

441229 All Other Motor Vehicle Dealers

This U.S. industry comprises establishments primarily engaged in retailing new and/or used utility trailers and vehicles (except automobiles, light trucks, recreational vehicles, motorcycles, boats, motor scooters, motorbikes, off-road all-terrain vehicles, and personal watercraft) or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

The data published with NAICS code 441229 are comprised of the following SIC industry:

5599 Automotive dealers, not elsewhere classified

4413 Automotive Parts, Accessories, and Tire Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industries: Automotive Parts and Accessories Stores, 44131; and 44132, Tire Dealers.

44131 Automotive Parts and Accessories Stores

This industry comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; and (3) establishments primarily engaged in retailing and installing automotive accessories.

441310 Automotive Parts and Accessories Stores

This U.S. industry comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; and (3) establishments primarily engaged in retailing and installing automotive accessories.

The data published with NAICS code 441310 are comprised of these parts of the following SIC industries:

5013 (pt) Motor vehicle supplies and new parts jobbers (retail)

5531 (pt) Auto supplies stores

5731 (pt) Automotive radio stores

4413101 Auto Supplies Stores

Establishments primarily engaged in retailing auto supplies, such as automotive batteries, parts, accessories, and sundry supplies. These establishments also may sell

automotive tires. These establishments may have facilities to perform motor vehicle service work. Establishments primarily engaged in selling and installing custom-made seat covers are included here.

4413102 Automotive Radio Stores

Establishments primarily engaged in retailing automotive radios and other automotive sound reproducing equipment. These establishments may also perform incidental installation and repair work.

4413103 Motor Vehicle Supplies and New Parts Jobbers (Retail)

Establishments primarily engaged in retailing motor vehicle supplies and new parts. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44132 Tire Dealers

This industry comprises establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

441320 Tire Dealers

This U.S. industry comprises establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

The data published with NAICS code 441320 are comprised of these parts of the following SIC industries:

5014 (pt) Tire and tube merchants (retail)

5531 (pt) New tire dealers

4413201 New Tire Dealers

Establishments primarily engaged in retailing new automotive tires and tubes. These establishments generally have facilities to perform installation and repair services related to the sale of tires.

4413202 Tire and Tube Merchants (Retail)

Establishments primarily engaged in retailing new tires and tubes for passenger and commercial vehicles. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

442 Furniture and Home Furnishings Stores

Industries in the Furniture and Home Furnishings Stores subsector retail new furniture and home furnishings merchandise from fixed point-of-sale locations. Establishments in this subsector usually operate from showrooms and have substantial areas for the presentation of their products. Many offer interior decorating services in addition to the sale of products.

4421 Furniture Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44211, Furniture Stores.

44211 Furniture Stores

This industry comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, and/or floor covering.

442110 Furniture Stores

This U.S. industry comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, and/or floor covering.

The data published with NAICS code 442110 are comprised of these parts of the following SIC industries:

- 5021 (pt) Office and business furniture merchants (retail)
- 5712 (pt) Furniture warehouse showrooms
- 5712 (pt) Sleep shop and waterbed stores
- 5712 (pt) Furniture stores, except custom
- 5712 (pt) Specialty furniture stores, except custom

4421101 Furniture Stores, Except Custom

Establishments primarily engaged in retailing new household furniture (except custom-made furniture). These establishments may also provide interior design services and sell floor coverings, other home furnishings, and major appliances, such as refrigerators, stoves, freezers, and televisions.

4421102 Furniture Warehouse Showrooms

Establishments, known as furniture warehouse showrooms, primarily engaged in retailing the same merchandise as furniture stores, but operating as warehouse showrooms where customers make their furniture selections from items on display in the showroom. The furniture is then taken from a warehouse adjacent to the showroom (usually under the same roof) for delivery to or pick-up by the customer.

4421103 Sleep Shop and Waterbed Stores

Establishments primarily engaged in retailing new mattresses, box springs, and other sleep equipment, including waterbeds.

4421104 Specialty Furniture Stores, Except Custom

Establishments primarily engaged in retailing specialty furniture, such as children's, outdoor, office, and computer-related furniture.

44211041 Specialty Furniture Stores, Except Custom

Establishments primarily engaged in retailing specialty furniture, such as children's, outdoor, and computer-related furniture.

44211042 Office and Business Furniture Merchants (Retail)

Establishments primarily engaged in retailing filing cabinets (wood or steel), desks, and other office and business furniture. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

4422 Home Furnishings Stores

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

44221 Floor Covering Stores

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

442210 Floor Covering Stores

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

The data published with NAICS code 442210 are comprised of these parts of the following SIC industries:

- 5023 (pt) Floor covering merchants (retail)
- 5713 Floor covering stores

4422101 Floor Covering Stores

Establishments primarily engaged in retailing rugs, carpets, floor tile (i.e., rubber, vinyl, asphalt), and related products. These establishments may also perform incidental installation.

4422102 Floor Covering Merchants (Retail)

Establishments primarily engaged in retailing carpets, rugs, and all other types of hard and soft surface floor coverings (excluding ceramic and clay tile). These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44229 Other Home Furnishings Stores

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

442291 Window Treatment Stores

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

The data published with NAICS code 442291 are comprised of these parts of the following SIC industries:

- 5714 (pt) Drapery and curtain stores, except custom
- 5719 (pt) Blind and shade stores

4422911 Drapery and Curtain Stores, Except Custom

Establishments primarily engaged in retailing packaged draperies and curtains.

4422912 Blind and Shade Stores

Establishments primarily engaged in retailing blinds, shades, and similar window treatments. Establishments producing custom-made window shades and venetian blinds for household use are included here.

442299 All Other Home Furnishings Stores

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

The data published with NAICS code 442299 are comprised of this part of the following SIC industry:

- 5719 (pt) All other home furnishings stores

443 Electronics and Appliance Stores

Industries in the Electronics and Appliance Stores subsector retail new electronics and appliance merchandise from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to

handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store.

4431 Electronics and Appliance Stores

This industry group comprises establishments primarily engaged in retailing the following new products: household-type appliances, cameras, computers, and other electronic goods.

44311 Appliance, Television, and Other Electronics Stores

This industry comprises establishments primarily engaged in retailing one of the following: (1) retailing an array of new household-type appliances and consumer-type electronic products, such as radios, televisions, and computers; (2) specializing in retailing a single line of new consumer-type electronic products (except computers); and (3) retailing these new products in combination with repair services.

443111 Household Appliance Stores

This U.S. industry comprises establishments known as appliance stores primarily engaged in retailing an array of new household appliances, such as refrigerators, dishwashers, ovens, irons, coffeemakers, hair dryers, electric razors, room air-conditioners, microwave ovens, sewing machines, and vacuum cleaners, or retailing new appliances in combination with appliance repair services.

The data published with NAICS code 443111 are comprised of the following SIC industry:

- 5722 Household appliance stores

443112 Radio, Television, and Other Electronics Stores

This U.S. industry comprises: (1) establishments known as consumer electronics stores primarily engaged in retailing a general line of new consumer-type electronic products; (2) establishments specializing in retailing a single line of consumer-type electronic products (except computers); or (3) establishments primarily engaged in retailing these new electronic products in combination with repair services.

The data published with NAICS code 443112 are comprised of these parts of the following SIC industries:

- 5731 (pt) Other radio, television, and electronics stores
- 5999 (pt) Typewriter shops
- 5999 (pt) Telephone stores

4431121 Typewriter Shops

Establishments primarily engaged in retailing typewriters. These establishments may also rent and/or repair typewriters.

4431122 Telephone Stores

Establishments primarily engaged in retailing telephones and telephone parts and supplies.

4431123 Other Radio, Television, and Electronics Stores

Establishments primarily engaged in retailing radios and stereo equipment (except automotive), television sets, record players, and other consumer audio and video electronic equipment. These establishments may also sell additional lines, such as household appliances; computers, computer peripheral equipment, and software; musical instruments; or prerecorded records and tapes. These establishments may also perform incidental installation and repair work.

44312 Computer and Software Stores

This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

443120 Computer and Software Stores

This U.S. industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

The data published with NAICS code 443120 are comprised of these parts of the following SIC industries:

- 5045 (pt) Computer and peripheral equipment merchants (retail)
- 5045 (pt) Computer software merchants (retail)
- 5734 (pt) Computer stores
- 5734 (pt) Computer stores (custom assembly)
- 5734 (pt) Computer software stores

4431201 Computer Stores (Custom Assembly)

Establishments primarily engaged in custom assembly and retail sales of computers and computer peripheral equipment. These establishments may also sell computer software and computer furniture and perform incidental repair work.

4431202 Other Computer Stores

Establishments primarily engaged in retailing computers, computer hardware, and computer peripheral equipment not assembled at the sales location. These establishments may also sell computer software and computer furniture, and perform incidental installation and repair work.

44312021 Computer Stores

Establishments primarily engaged in retailing computers, computer hardware, and computer peripheral equipment not assembled at the sales location. These establishments may also sell computer software and computer furniture and perform incidental installation and repair work.

44312022 Computer and Peripheral Equipment Merchants (Retail)

Establishments primarily engaged in retailing computers, computer hardware, and computer peripheral equipment. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

4431203 Prepackaged Software Stores

Establishments primarily engaged in retailing prepackaged (off-the-shelf) computer software. These establishments may also sell computer books, supplies, and accessories.

44312031 Computer Software Stores

Establishments primarily engaged in retailing prepackaged (off-the-shelf) computer software. These establishments may also sell computer books, supplies, and accessories.

44312032 Computer Software Merchants (Retail)

Establishments primarily engaged in retailing prepackaged (off-the-shelf) computer software. These establishments may also sell computer books, supplies, and accessories. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44313 Camera and Photographic Supplies Stores

This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

443130 Camera and Photographic Supplies Stores

This U.S. industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

The data published with NAICS code 443130 are comprised of the following SIC industry:

- 5946 Camera and photographic supply stores

444 Building Material and Garden Equipment and Supplies Dealers

Industries in the Building Material and Garden Equipment and Supplies Dealers subsector retail new building material and garden equipment and supplies merchandise from fixed point-of-sale locations. Establishments in this subsector have display equipment designed to handle lumber and related products and garden equipment and supplies that may be kept either indoors or outdoors under covered areas. The staff is usually knowledgeable in the use of the specific products being retailed in the construction, repair, and maintenance of the home and associated grounds.

4441 Building Material and Supplies Dealers

This industry group comprises establishments primarily engaged in retailing new building materials and supplies.

44411 Home Centers

This industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.

444110 Home Centers

This U.S. industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.

The data published with NAICS code 444110 are comprised of this part of the following SIC industry:

5211 (pt) Home centers

44412 Paint and Wallpaper Stores

This industry comprises establishments known as paint and wallpaper stores primarily engaged in retailing paint, wallpaper, and related supplies.

444120 Paint and Wallpaper Stores

This U.S. industry comprises establishments known as paint and wallpaper stores primarily engaged in retailing paint, wallpaper, and related supplies.

The data published with NAICS code 444120 are comprised of these parts of the following SIC industries:

5198 (pt) Paint, varnish, and supplies merchants (retail)

5231 (pt) Retail paint and wallpaper stores

4441201 Retail Paint and Wallpaper Stores

Establishments primarily engaged in retailing paint, wallpaper, or a combination of these lines.

4441202 Paint, Varnish, and Supplies Merchants (Retail)

Establishments primarily engaged in retailing paints, varnishes, wallpaper, and supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44413 Hardware Stores

This industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.

444130 Hardware Stores

This U.S. industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.

The data published with NAICS code 444130 are comprised of the following SIC industry:

5251 Hardware stores

44419 Other Building Material Dealers

This industry comprises establishments (except those known as home centers, paint and wallpaper stores, and hardware stores) primarily engaged in retailing specialized lines of new building materials, such as lumber, fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.

444190 Other Building Material Dealers

This U.S. industry comprises establishments (except those known as home centers, paint and wallpaper stores, and hardware stores) primarily engaged in retailing specialized lines of new building materials, such as lumber, fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.

The data published with NAICS code 444190 are comprised of these parts of the following SIC industries:

5031 (pt) Lumber merchants with yard (retail)

5031 (pt) Plywood, veneer, and millwork merchants (retail)

5032 (pt) Brick, block, tile, clay/cement sewer pipe merchants (retail)

- 5032 (pt) Sand, gravel, and stone merchants (retail)
- 5032 (pt) Cement, lime, and related products merchants (retail)
- 5033 (pt) Roofing, siding, and insulation merchants (retail)
- 5039 (pt) Flat glass and other construction glass merchants (retail)
- 5039 (pt) Other building material merchants (retail)
- 5063 (pt) Electrical supplies stores (retail)
- 5074 (pt) Plumbing and heating equipment and supplies merchants (retail)
- 5211 (pt) Retail lumber yards
- 5211 (pt) Retail building material dealers
- 5231 (pt) Retail glass dealers

4441901 Retail Lumber Yards

Establishments primarily engaged in retailing lumber, often with related lines of building materials. Retail lumber yards may produce some of the lumber and millwork they sell.

44419011 Retail Lumber Yards

Establishments primarily engaged in retailing lumber, often with related lines of building materials. Retail lumber yards may produce some of the lumber and millwork they sell.

44419012 Lumber Merchants With Yard (Retail)

Establishments primarily engaged in retailing rough, dressed, and finished lumber. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

4441902 All Other Building Material Dealers

Establishments (except those known as home centers, paint and wallpaper stores, hardware stores, and retail lumber yards) primarily engaged in retailing specialized lines of new building materials, such as fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.

44419021 Retail Glass Dealers

Establishments primarily engaged in retailing glass, including mirrored glass.

44419022 Flat Glass and Other Construction Glass Merchants (Retail)

Establishments primarily engaged in retailing flat glass, glass blocks, plate glass, window glass, and building glass. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44419023 Retail Building Material Dealers

Establishments primarily engaged in retailing specialized lines of building materials (except lumber, paint, and hardware), such as brick and blocks, ceramic tile, stone, cement, sand, gravel, fencing, roofing, siding, doors and windows, wallboard, lime, plaster, prefabricated buildings, and kitchen and bath cabinets and countertops to be installed.

44419024 Plywood, Veneer, and Millwork Merchants (Retail)

Establishments primarily engaged in retailing plywood (hardwood, softwood, and nonwood face), veneer, door and window frames, and overhead doors (in wood or metal). These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44419025 Brick, Block, Tile, Clay/Cement Sewer Pipe Merchants (Retail)

Establishments primarily engaged in retailing brick, block, tile, and clay construction materials. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44419026 Sand, Gravel, and Stone Merchants (Retail)

Establishments primarily engaged in retailing sand, gravel, and stone. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44419027 Cement, Lime, and Related Products Merchants (Retail)

Establishments primarily engaged in retailing cement, lime, asphalt, and other related products. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44419028 Roofing, Siding, and Insulation Merchants (Retail)

Establishments primarily engaged in retailing roofing, siding (except wood), and insulation materials. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44419029 Other Building Material Merchants (Retail)

Establishments primarily engaged in retailing building and construction paper, plastics building materials, prefabricated structural assemblies (including modular homes),

and other building materials. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

4441902a Electrical Supplies Stores (Retail)

Establishments primarily engaged in retailing electrical supplies and electric light fixtures. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

4441902b Plumbing and Heating Equipment and Supplies Merchants (Retail)

Establishments primarily engaged in retailing hydronic plumbing and heating equipment and supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

4442 Lawn and Garden Equipment and Supplies Stores

This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

44421 Outdoor Power Equipment Stores

This industry comprises establishments primarily engaged in retailing new outdoor power equipment or retailing new outdoor power equipment in combination with activities, such as repair services and selling replacement parts.

444210 Outdoor Power Equipment Stores

This U.S. industry comprises establishments primarily engaged in retailing new outdoor power equipment or retailing new outdoor power equipment in combination with activities, such as repair services and selling replacement parts.

The data published with NAICS code 444210 are comprised of these parts of the following SIC industries:

- 5083 (pt) Lawn and garden machinery and equipment dealers (retail)
- 5261 (pt) Outdoor power equipment stores

4442101 Outdoor Power Equipment Stores

Establishments primarily engaged in retailing outdoor power equipment, such as power lawnmowers, chain saws, garden tillers, and snowblowers. These establishments generally also perform repair services.

4442102 Lawn and Garden Machinery and Equipment Dealers (Retail)

Establishments primarily engaged in retailing lawn and garden machinery and equipment. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44422 Nursery and Garden Centers

This industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves.

444220 Nursery and Garden Centers

This U.S. industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves.

The data published with NAICS code 444220 are comprised of these parts of the following SIC industries:

- 5191 (pt) Farm supplies dealers (retail)
- 5193 (pt) Flower, nursery stock, and florists' supplies merchants (retail)
- 5261 (pt) Nursery and garden centers

4442201 Nursery and Garden Centers

Establishments primarily engaged in retailing nursery stock, bulbs, and other garden supplies and tools. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

4442202 Farm Supplies Dealers (Retail)

Establishments primarily engaged in retailing farm supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

4442203 Flower, Nursery Stock and Florists' Supplies Merchants (Retail)

Establishments primarily engaged in retailing flowers, nursery stock, and florists' supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

445 Food and Beverage Stores

Industries in the Food and Beverage Stores subsector usually retail food and beverage merchandise from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authority.

4451 Grocery Stores

This industry group comprises establishments primarily engaged in retailing a general line of food products.

44511 Supermarkets and Other Grocery (except Convenience) Stores

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

445110 Supermarkets and Other Grocery (except Convenience) Stores

This U.S. industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

The data published with NAICS code 445110 are comprised of these parts of the following SIC industries:

- 5411 (pt) Delicatessens, primarily selling meats and a range of grocery items
- 5411 (pt) Supermarkets and grocery stores

4451101 Supermarkets and Grocery Stores

Establishments, known as supermarkets, food stores, grocery stores, and food warehouse stores, primarily engaged in retailing a general line of canned and frozen foods; fresh fruits and vegetables; fresh and prepared meats, fish, and poultry; eggs; bakery and dairy products; and other prepackaged grocery items.

4451102 Delicatessens, Primarily Selling Meats and a Range of Grocery Items

Establishments, known as delicatessens, engaged in retailing prepared meats, such as cold cuts and oven-roasted and smoked meats and a full line of grocery items. These establishments often prepare sandwiches and party platters for carry-out consumption.

44512 Convenience Stores

This industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

445120 Convenience Stores

This U.S. industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

The data published with NAICS code 445120 are comprised of this part of the following SIC industry:

- 5411 (pt) Convenience stores

4452 Specialty Food Stores

This industry group comprises establishments primarily engaged in retailing specialized lines of food.

44521 Meat Markets

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

445210 Meat Markets

This U.S. industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

The data published with NAICS code 445210 are comprised of these parts of the following SIC industries:

- 5411 (pt) Delicatessens, primarily selling fresh and prepared meats
- 5421 (pt) Meat markets

4452101 Meat Markets

Establishments primarily engaged in retailing fresh, frozen, or cured meats. Meat markets may butcher animals for their own account, or they may buy from others. Establishments selling poultry may kill or dress the poultry they sell.

4452102 Delicatessens, Primarily Selling Fresh and Prepared Meats

Establishments, known as delicatessens, engaged in retailing prepared meats, such as cold cuts and oven-roasted and smoked meats, and a limited line of grocery items, such as bread and condiments. These establishments often prepare sandwiches and party platters for carry-out consumption.

44522 Fish and Seafood Markets

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

445220 Fish and Seafood Markets

This U.S. industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

The data published with NAICS code 445220 are comprised of this part of the following SIC industry:

5421 (pt) Fish and seafood markets

44523 Fruit and Vegetable Markets

This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

445230 Fruit and Vegetable Markets

This U.S. industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

The data published with NAICS code 445230 are comprised of the following SIC industry:

5431 Fruit and vegetable markets

44529 Other Specialty Food Stores

This industry comprises establishments primarily engaged in retailing specialty foods (except meat, fish, seafood, and fruits and vegetables) not for immediate consumption and not made on premises.

445291 Baked Goods Stores

This U.S. industry comprises establishments primarily engaged in retailing baked goods not for immediate consumption and not made on the premises.

The data published with NAICS code 445291 are comprised of this part of the following SIC industry:

5461 (pt) Baked goods stores

445292 Confectionery and Nut Stores

This U.S. industry comprises establishments primarily engaged in retailing candy and other confections, nuts, and popcorn not for immediate consumption and not made on the premises.

The data published with NAICS code 445292 are comprised of this part of the following SIC industry:

5441 (pt) Confectionery and nut stores

445299 All Other Specialty Food Stores

This U.S. industry comprises establishments primarily engaged in retailing miscellaneous specialty foods (except meat, fish, seafood, fruit and vegetables, confections, nuts, popcorn, and baked goods) not for immediate consumption and not made on the premises.

The data published with NAICS code 445299 are comprised of these parts of the following SIC industries:

5451 Dairy products stores

5499 (pt) Miscellaneous food stores

4452991 Miscellaneous Food Stores

Establishments primarily engaged in retailing specialized foods not elsewhere classified, such as eggs; packaged coffee, tea, herbs, and spices; nationality foods; and other specialty foods, not for immediate consumption. Establishments may roast and grind the coffee they sell on the premises. Included are establishments selling soft drinks for off-premise consumption. Establishments bottling natural or mineral water for retail sale are classified here if not engaged in pasteurization, carbonization, or other processing.

4452992 Dairy Products Stores

Establishments primarily engaged in retailing over-the-counter packaged dairy products, such as milk, cream, butter, cheese, and ice cream for off-premises consumption.

4453 Beer, Wine, and Liquor Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44531, Beer, Wine, and Liquor Stores.

44531 Beer, Wine, and Liquor Stores

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

445310 Beer, Wine, and Liquor Stores

This U.S. industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

The data published with NAICS code 445310 are comprised of the following SIC industry:

5921 Liquor stores

446 Health and Personal Care Stores

Industries in the Health and Personal Care Stores sub-sector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this sub-sector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

4461 Health and Personal Care Stores

This industry group comprises establishments primarily engaged in retailing health and personal care products.

44611 Pharmacies and Drug Stores

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

446110 Pharmacies and Drug Stores

This U.S. industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

The data published with NAICS code 446110 are comprised of these parts of the following SIC industries:

5912 (pt) Pharmacies and drug stores

5912 (pt) Proprietary stores

4461101 Pharmacies and Drug Stores

Establishments primarily engaged in retailing prescription drugs. Drug stores are classified here if any prescriptions are sold or if there is an indication that a pharmacist is employed. These establishments frequently sell other items, such as proprietary drugs, medicines, and health and first-aid products; cosmetics; toiletries; greeting cards; magazines; tobacco; and candy.

4461102 Proprietary Stores

Establishments primarily engaged in retailing nonprescription drugs and medicines, health remedies, and first-aid products. These stores do not sell prescription drugs and frequently sell other lines, such as beauty preparations, household supplies, and candy and prepackaged snacks.

44612 Cosmetics, Beauty Supplies, and Perfume Stores

This industry comprises establishments known as a cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

446120 Cosmetics, Beauty Supplies, and Perfume Stores

This U.S. industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

The data published with NAICS code 446120 are comprised of these parts of the following SIC industries:

5087 (pt) Beauty and barber shop equipment and supplies stores (retail)

5999 (pt) Cosmetics, beauty supplies, and perfume stores

4461201 Cosmetics, Beauty Supplies, and Perfume Stores

Establishments primarily engaged in selling cosmetics, beauty aids, and perfume.

4461202 Beauty and Barber Shop Equipment and Supplies Stores (Retail)

Establishments primarily engaged in retailing barber shop and beauty parlor equipment and supplies, such as furniture, hydraulic chairs, driers, shampoos, wave solutions, permanent waving supplies, barber soaps, and manicuring supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

44613 Optical Goods Stores

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

446130 Optical Goods Stores

This U.S. industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

The data published with NAICS code 446130 are comprised of the following SIC industry:

5995 Optical goods stores

44619 Other Health and Personal Care Stores

This industry comprises establishments primarily engaged in retailing health and personal care items (except drugs, medicines, optical goods, perfumes, cosmetics, and beauty supplies).

446191 Food (Health) Supplement Stores

This U.S. industry comprises establishments primarily engaged in retailing food supplement products, such as vitamins, nutrition supplements, and body enhancing supplements.

The data published with NAICS code 446191 are comprised of this part of the following SIC industry:

5499 (pt) Food (health) supplement stores

446199 All Other Health and Personal Care Stores

This U.S. industry comprises establishments primarily engaged in retailing specialized lines of health and personal care merchandise (except drugs, medicines, optical goods, cosmetics, beauty supplies, perfume, and food supplement products).

The data published with NAICS code 446199 are comprised of these parts of the following SIC industries:

5047 (pt) Surgical, medical, and hospital supplies stores (retail)

5999 (pt) Health care stores

4461991 Health Care Stores

Establishments primarily engaged in retailing wheelchairs and other patient transport devices; gauze, bandages, and other surgical dressings; crutches, canes, and other walking assistance devices; braces; surgical corsets; artificial limbs; hearing aids; and other health care, convalescent, and sick room supplies.

4461992 Surgical, Medical, and Hospital Supplies Stores (Retail)

Establishments primarily engaged in retailing medical instruments, apparatus, and equipment; orthopedic appliances; crutches; bandages; breathing devices; wheeled chairs and beds; and other medical devices. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

447 Gasoline Stations

Industries in the Gasoline Stations subsector group establishments retailing automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils and retailing these products in combination with convenience store items. These establishments have specialized equipment for the storage and dispensing of automotive fuels.

4471 Gasoline Stations

This NAICS Industry Group includes establishments classified in the following NAICS Industries: 44711, Gasoline Stations with Convenience Stores; and 44719, Other Gasoline Stations.

44711 Gasoline Stations with Convenience Stores

This industry comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.

447110 Gasoline Stations with Convenience Stores

This U.S. industry comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.

The data published with NAICS code 447110 are comprised of these parts of the following SIC industries:

5411 (pt) Convenience stores selling gasoline

5541 (pt) Gasoline stations with convenience stores

4471101 Convenience Stores Selling Gasoline

Establishments primarily engaged in retailing a limited line of groceries such as milk, bread, soda, snacks, and ice cream, and also selling gasoline. These establishments may also provide additional items, such as beer, household cleaners, baby supplies, cigarettes, and pain relievers.

4471102 Gasoline Stations With Convenience Stores

Establishments primarily engaged in retailing gasoline and automotive lubricants and also selling a limited line of groceries, such as milk, eggs, bread, beer, cigarettes, and snacks.

44719 Other Gasoline Stations

This industry comprises establishments known as gasoline stations (except those with convenience stores) primarily engaged in one of the following: (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) or (2) retailing these fuels in combination with activities, such as repair services, selling automotive oils, replacement parts, and accessories, and/or with restaurants.

447190 Other Gasoline Stations

This U.S. industry comprises establishments known as gasoline stations (except those with convenience stores) primarily engaged in one of the following: (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) or (2) retailing these fuels in combination with activities, such as repair services, selling automotive oils, replacement parts and accessories, and/or with restaurants.

The data published with NAICS code 447190 are comprised of these parts of the following SIC industries:

5541 (pt) Gasoline stations with no convenience stores

5541 (pt) Truck stops

4471901 Gasoline Stations With No Convenience Stores

Establishments primarily engaged in retailing gasoline and automotive lubricants for automobiles and watercraft. These establishments may also sell tires, batteries, and accessories, and perform related services, including minor repair work and motor vehicle towing.

4471902 Truck Stops

Establishments primarily engaged in retailing diesel fuel to truckers. These establishments may also sell gasoline and lubricants, provide repair services, and operate a restaurant or motel as part of the truck stop establishment.

448 Clothing and Clothing Accessories Stores

Industries in the Clothing and Clothing Accessories Stores subsector retailing new clothing and clothing accessories merchandise from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer.

4481 Clothing Stores

This industry group comprises establishments primarily engaged in retailing new clothing.

44811 Men's Clothing Stores

This industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

448110 Men's Clothing Stores

This U.S. industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

The data published with NAICS code 448110 are comprised of the following SIC industry:

5611 Men's and boy's clothing and accessory stores

44812 Women's Clothing Stores

This industry comprises establishments primarily engaged in retailing a general line of new women's, misses' and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

448120 Women's Clothing Stores

This U.S. industry comprises establishments primarily engaged in retailing a general line of new women's, misses' and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

The data published with NAICS code 448120 are comprised of the following SIC industry:

5621 Women's clothing stores

44813 Children's and Infants' Clothing Stores

This industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

448130 Children's and Infants' Clothing Stores

This U.S. industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

The data published with NAICS code 448130 are comprised of the following SIC industry:

5641 Children's and infants' wear stores

44814 Family Clothing Stores

This industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

448140 Family Clothing Stores

This U.S. industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

The data published with NAICS code 448140 are comprised of the following SIC industry:

5651 Family clothing stores

44815 Clothing Accessories Stores

This industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.

448150 Clothing Accessories Stores

This U.S. industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.

The data published with NAICS code 448150 are comprised of these parts of the following SIC industries:

- 5632 (pt) Women's accessory stores
- 5699 (pt) Miscellaneous accessory stores

4481501 Women's Accessory Stores

Establishments primarily engaged in retailing women's, juniors', and misses' accessories, such as hats, hosiery, costume jewelry, gloves, and handbags.

4481502 Miscellaneous Accessory Stores

Establishments primarily engaged in retailing specialized lines of accessories (except women's), such as belts, umbrellas, wigs, and ties.

44819 Other Clothing Stores

This industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

448190 Other Clothing Stores

This U.S. industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

The data published with NAICS code 448190 are comprised of these parts of the following SIC industries:

- 5632 (pt) Furriers and fur shops
- 5632 (pt) Women's specialty stores
- 5699 (pt) Sports apparel stores
- 5699 (pt) Miscellaneous apparel stores

4481901 Women's Specialty Stores

Establishments primarily engaged in retailing a specialized line of women's, juniors', and misses' clothing, such as bridal gowns, lingerie, negligees, and robes.

4481902 Furriers and Fur Shops

Establishments primarily engaged in retailing fur coats and other fur apparel made to custom order. Establishments selling ready-made fur coats and other fur apparel are included here.

4481903 Sports Apparel Stores

Establishments primarily engaged in retailing sports apparel, such as t-shirts, sweatshirts, sweatpants, caps, and shorts. These stores may also sell athletic footwear.

4481904 Miscellaneous Apparel Stores

Establishments primarily engaged in retailing miscellaneous lines of apparel, such as uniforms (except sports uniforms), raincoats, bathing suits, and costumes.

4482 Shoe Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44821, Shoe Stores.

44821 Shoe Stores

This industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

448210 Shoe Stores

This U.S. industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

The data published with NAICS code 448210 are comprised of these parts of the following SIC industries:

- 5661 (pt) Men's shoe stores
- 5661 (pt) Women's shoe stores
- 5661 (pt) Children's and juveniles' shoe stores
- 5661 (pt) Family shoe stores
- 5661 (pt) Athletic footwear stores

4482101 Men's Shoe Stores

Establishments primarily engaged in retailing men's shoes, boots, and other footwear. These establishments may also sell hosiery and other accessories. Establishments specializing in the sale of custom orthopedic shoes for men are classified here.

4482102 Women's Shoe Stores

Establishments primarily engaged in retailing women's shoes, boots, and other footwear. Establishments specializing in selling custom orthopedic shoes for women are classified here. These establishments may also sell hosiery and other accessories.

4482103 Children's and Juveniles' Shoe Stores

Establishments primarily engaged in retailing children's shoes and other footwear, including children's athletic footwear. Establishments specializing in selling custom orthopedic shoes for children are classified here.

4482104 Family Shoe Stores

Establishments primarily engaged in retailing a combination of men's, women's, and children's footwear, without specializing in any one line. These establishments frequently carry accessory lines, such as hosiery and handbags. Establishments specializing in selling custom orthopedic shoes for men, women, and children are included here.

4482105 Athletic Footwear Stores

Establishments primarily engaged in retailing athletic footwear. These establishments may also sell athletic apparel.

4483 Jewelry, Luggage, and Leather Goods Stores

This industry group comprises establishments primarily engaged in retailing new jewelry (except costume jewelry); new silver and plated silverware; new watches and clocks; and new luggage with or without a general line of new leather goods and accessories, such as hats, gloves, handbags, ties, and belts.

44831 Jewelry Stores

This industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.

448310 Jewelry Stores

This U.S. industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.

The data published with NAICS code 448310 are comprised of the following SIC industry:

5944 Jewelry stores

44832 Luggage and Leather Goods Stores

This industry comprises establishments known as luggage and leather goods stores primarily engaged in retailing new luggage, briefcases, trunks, or these new products in combination with a general line of leather items (except leather apparel), such as belts, gloves, and handbags.

448320 Luggage and Leather Goods Stores

This U.S. industry comprises establishments known as luggage and leather goods stores primarily engaged in retailing new luggage, briefcases, trunks, or these new products in combination with a general line of leather items (except leather apparel), such as belts, gloves, and handbags.

The data published with NAICS code 448320 are comprised of the following SIC industry:

5948 Luggage and leather goods stores

451 Sporting Goods, Hobby, Book, and Music Stores

Industries in the Sporting Goods, Hobby, Book, and Music Stores subsector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Book stores are also included in this subsector.

4511 Sporting Goods, Hobby, and Musical Instrument Stores

This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

45111 Sporting Goods Stores

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

451110 Sporting Goods Stores

This U.S. industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

The data published with NAICS code 451110 are comprised of these parts of the following SIC industries:

5941 (pt) General-line sporting goods stores

5941 (pt) Other specialty-line sporting goods stores

5941 (pt) Bicycle shops

5941 (pt) Golf shops

5941 (pt) Gun shops

5941 (pt) Ski shops

5941 (pt) Tackle shops

4511101 General-line Sporting Goods Stores

Establishments primarily engaged in retailing five or more lines of sporting goods and equipment, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

4511102 Specialty-line Sporting Goods Stores

Establishments primarily engaged in retailing a maximum of four lines of sporting goods, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

45111021 Bicycle Shops

Establishments primarily engaged in retailing bicycles (except motorized) and bicycle parts and accessories. These establishments may also rent and/or repair bicycles.

45111022 Golf Shops

Establishments primarily engaged in retailing golf equipment and accessories, including shoes. These establishments may also rent golf equipment and/or provide golf lessons. Included are retail establishments operated by golf professionals.

45111023 Gun Shops

Establishments primarily engaged in retailing firearms, ammunition, and hunters' equipment and accessories.

45111024 Ski Shops

Establishments primarily engaged in retailing snow ski equipment and accessories, including ski boots and snowboards. These establishments may also rent and/or repair ski equipment.

45111025 Tackle Shops

Establishments primarily engaged in retailing tackle, bait, and fishing equipment and supplies. These establishments may also rent fishing equipment.

45111026 Other Specialty-line Sporting Goods Stores

Establishments primarily engaged in retailing a maximum of four lines of sporting goods. These establishments may also sell clothing and shoes appropriate for the sporting activity, including uniforms. Included are establishments selling gymnasium and playground equipment.

45112 Hobby, Toy, and Game Stores

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

451120 Hobby, Toy, and Game Stores

This U.S. industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

The data published with NAICS code 451120 are comprised of these parts of the following SIC industries:

5945 (pt) Hobby, toy, and game stores

5945 (pt) Craft supplies stores

4511201 Hobby, Toy, and Game Stores

Establishments primarily engaged in retailing hobby supplies, toys, and games, including video games.

4511202 Craft Supplies Stores

Establishments primarily engaged in retailing a general line of supplies for crafts, such as ceramics, shell craft, metal craft, felt craft, jewelry craft, dried flower and plant arrangements, wreaths, textile painting, and copper enameling.

45113 Sewing, Needlework, and Piece Goods Stores

This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

451130 Sewing, Needlework, and Piece Goods Stores

This U.S. industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

The data published with NAICS code 451130 are comprised of these parts of the following SIC industries:

5714 (pt) Upholstery stores

5949 (pt) Sewing, fabric, and piece goods stores

5949 (pt) Needlework and knitting stores

4511301 Sewing, Fabric, and Piece Goods Stores

Establishments primarily engaged in retailing sewing supplies, fabrics, fabric patterns, and other piece goods supplies.

4511302 Needlework and Knitting Stores

Establishments primarily engaged in retailing laces, knitting supplies, yarn, and other needlework accessories. These establishments may also provide custom work.

4511303 Upholstery Stores

Establishments primarily engaged in retailing upholstery material and slipcovers.

45114 Musical Instrument and Supplies Stores

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

451140 Musical Instrument and Supplies Stores

This U.S. industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

The data published with NAICS code 451140 are comprised of the following SIC industry:

5736 Musical instrument stores

4512 Book, Periodical, and Music Stores

This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

45121 Book Stores and News Dealers

This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.

451211 Book Stores

This U.S. industry comprises establishments primarily engaged in retailing new books.

The data published with NAICS code 451211 are comprised of these parts of the following SIC industries:

5942 (pt) Book stores, general

5942 (pt) Specialty book stores

5942 (pt) College book stores

4512111 Book Stores, General

Establishments primarily engaged in retailing a general line of new books. These establishments may also sell stationery and related items, second-hand books, and magazines.

4512112 Specialty Book Stores

Establishments primarily engaged in retailing specialty books, such as general reference, religious, and professional books.

4512113 College Book Stores

Establishments primarily engaged in retailing textbooks, generally on the college level. Most of these establishments are located on or near college campuses, and some sell more apparel than books. These establishments may also offer second-hand textbooks. School book stores, other than college, are included in this industry.

451212 News Dealers and Newsstands

This U.S. industry comprises establishments primarily engaged in retailing current newspapers, magazines, and other periodicals.

The data published with NAICS code 451212 are comprised of the following SIC industry:

5994 News dealers and newsstands

45122 Prerecorded Tape, Compact Disc, and Record Stores

This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), and phonograph records.

451220 Prerecorded Tape, Compact Disc, and Record Stores

This U.S. industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), and phonograph records.

The data published with NAICS code 451220 are comprised of these parts of the following SIC industries:

5735 (pt) Prerecorded tape, compact disc, and record stores

5735 (pt) Video tape stores, retail

4512201 Prerecorded Tape, Compact Disc, and Record Stores

Establishments primarily engaged in retailing compact discs, and prerecorded records and tapes.

4512202 Video Tape Stores, Retail

Establishments primarily engaged in retailing prerecorded video tapes and video laser discs. These establishments may also sell blank video tapes.

452 General Merchandise Stores

Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.

4521 Department Stores (Excluding Leased Departments)

This NAICS Industry includes establishments classified in the following NAICS Industry: 45211, Department Stores.

4521 Department Stores (Including Leased Departments)

This NAICS Industry includes establishments classified in the following NAICS Industry: 45211009, Department Stores (Including Leased Departments).

**45211 Department Stores
(Excluding Leased Departments)**

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments.

**452110 Department Stores
(Excluding Leased Departments)**

This U.S. industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments.

The data published with NAICS code 452110 are comprised of these parts of the following SIC industries:

- 5311 (pt) Conventional department stores
- 5311 (pt) Discount or mass merchandising department stores
- 5311 (pt) National chain department stores

**45211 Department Stores
(Including Leased Departments)**

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments. Total sales include the sales from leased departments owned by another company and operating within the department store.

**4521101 Conventional Department Stores
(Excluding Leased Departments)**

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are not affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in conventional department stores are excluded.

**4521101 Conventional Department Stores
(Including Leased Departments)**

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are not affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in conventional department stores are included.

**4521102 Discount or Mass Merchandising
Department Stores (Excluding Leased
Departments)**

Establishments that satisfy the criteria of a department store and usually: (1) convey the image of a high-volume, fast-turnover outlet selling a variety of merchandise for less than conventional prices; (2) provide centralized check-out service; and (3) provide minimal customer assistance within each department. Sales of establishments that operate leased departments in discount or mass merchandising department stores are excluded.

**4521102 Discount or Mass Merchandising
Department Stores (Including Leased
Departments)**

Establishments that satisfy the criteria of a department store and usually: (1) convey the image of a high-volume, fast-turnover outlet selling a variety of merchandise for less than conventional prices; (2) provide centralized check-out service; and (3) provide minimal customer assistance within each department. Sales of establishments that operate leased departments in discount or mass merchandising department stores are included.

**4521103 National Chain Department Stores
(Excluding Leased Departments)**

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in national chain department stores are excluded.

**4521103 National Chain Department Stores
(Including Leased Departments)**

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in national chain department stores are included.

4529 Other General Merchandise Stores

This industry group comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores).

45291 Warehouse Clubs and Superstores

This industry comprises establishments known as warehouse clubs, superstores or supercenters primarily engaged in retailing a general line of groceries in combination with general lines of new merchandise, such as apparel, furniture, and appliances.

452910 Warehouse Clubs and Superstores

This U.S. industry comprises establishments known as warehouse clubs, superstores or supercenters primarily engaged in retailing a general line of groceries in combination with general lines of new merchandise, such as apparel, furniture, and appliances.

The data published with NAICS code 452910 are comprised of these parts of the following SIC industries:

- 5311 (pt) Supercenters
- 5399 (pt) Warehouse clubs
- 5411 (pt) Supermarket/general merchandise combination stores

4529101 Warehouse Clubs

Establishments that sell general lines of merchandise, such as automotive tires, parts, and accessories; audio and video equipment; household appliances; office equipment and supplies; apparel; books; and groceries, through warehouse-based operations. These establishments are sometimes known as membership warehouse clubs.

4529102 Supermarket/General Merchandise Combination Stores

Establishments primarily engaged in selling a full line of perishable and nonperishable grocery items in combination with hardware, clothing, and other general merchandise.

45291021 Supercenters

Establishments primarily engaged in selling a full line of perishable and nonperishable grocery items in combination with hardware, clothing, and other general merchandise. Sales of hardware, clothing, and other general merchandise are greater than sales of grocery items.

45291022 Supermarket/General Merchandise Combination Stores

Establishments primarily engaged in selling a full line of perishable and nonperishable grocery items in combination with hardware, clothing, and other general merchandise. Sales of grocery items are greater than sales of hardware, clothing, and other general merchandise.

45299 All Other General Merchandise Stores

This industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

452990 All Other General Merchandise Stores

This U.S. industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

The data published with NAICS code 452990 are comprised of these parts of the following SIC industries:

- 5331 Variety stores
- 5399 (pt) Miscellaneous general merchandise stores, except catalog showrooms and warehouse clubs
- 5399 (pt) Catalog showrooms
- 5531 (pt) Other auto and home supplies stores

4529901 Variety Stores

Establishments primarily engaged in selling a variety of merchandise, such as inexpensive apparel and accessories, costume jewelry, notions and small wares, candy, toys, and other items in the low and popular price ranges. These establishments generally do not carry a complete line of merchandise, are not departmentalized, do not offer their own charge service, and do not deliver merchandise.

4529902 Catalog Showrooms

Establishments primarily engaged in selling general lines of merchandise, such as jewelry, home furnishings, housewares, electronics, and sporting goods, from catalog displays of inventory at location.

4529903 Miscellaneous General Merchandise Stores

Establishments primarily engaged in selling limited lines of merchandise, such as apparel and accessories, dry goods, hardware, housewares, home furnishings, or a combination of auto and home products.

45299031 Miscellaneous General Merchandise Stores, Except Catalog Showrooms and Warehouse Clubs

Establishments primarily engaged in selling limited lines of merchandise, such as apparel and accessories, dry

goods, hardware, housewares, and home furnishings. Establishments known as country general stores are also included.

45299032 Other Auto and Home Supplies Stores

Establishments that sell a combination of auto and home products, such as tires, batteries, and accessories; household appliances; sporting goods; housewares; and hardware. These establishments differ from auto supplies stores in that although the largest sales of merchandise may be in lines of automotive supplies, parts, and accessories, a considerable amount of sales also are in nonautomotive lines.

453 Miscellaneous Store Retailers

Industries in the Miscellaneous Store Retailers subsector retail merchandise from fixed point-of-sale locations (except new or used motor vehicles and parts; new furniture and house furnishings; new appliances and electronic products; new building materials; and garden equipment and supplies; food and beverages; health and personal care goods; gasoline; new clothing and accessories; and new sporting goods, hobby goods, books, and music). Establishments in this subsector include stores with unique characteristics like florists, used merchandise stores, and pet and pet supply stores as well as other store retailers.

4531 Florists

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45311, Florists.

45311 Florists

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

453110 Florists

This U.S. industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

The data published with NAICS code 453110 are comprised of the following SIC industry:

5992 Florists

4532 Office Supplies, Stationery, and Gift Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industries: 45321, Office Supplies and Stationery Stores; and 45322, Gift, Novelty, and Souvenir Stores.

45321 Office Supplies and Stationery Stores

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) selling a combination of new office equipment, furniture, and supplies; and (3) selling new office equipment, furniture, and supplies in combination with selling new computers.

453210 Office Supplies and Stationery Stores

This U.S. industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) selling a combination of new office equipment, furniture, and supplies; and (3) selling new office equipment, furniture, and supplies in combination with selling new computers.

The data published with NAICS code 453210 are comprised of these parts of the following SIC industries:

- 5049 (pt) School supplies stores (retail)
- 5112 (pt) Other office supplies stores (retail)
- 5943 (pt) Stationery stores
- 5943 (pt) Office supplies stores

4532101 Stationery Stores

Establishments primarily engaged in retailing stationery, such as paper and paper products, postcards, paper novelties, and scrapbooks. These establishments may also perform incidental printing and engraving.

4532102 Office Supplies Stores

Establishments primarily engaged in retailing a general line of office supplies, such as accounting and legal forms, blankbooks, and office forms and supplies. School and teacher supply stores are included in this classification.

45321021 Office Supplies Stores

Establishments primarily engaged in retailing a general line of office supplies, such as accounting and legal forms, blankbooks, and office forms and supplies. School and teacher supply stores are included in this classification.

45321022 School Supplies Stores (Retail)

Establishments primarily engaged in retailing a wide variety of school supplies, such as black boards, chalk, rulers, globes, wall maps, audio/video aids, computer aids, books, and teaching displays. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

45321023 Other Office Supplies Stores (Retail)

Establishments primarily engaged in retailing office supplies, such as computer and photocopy supplies, envelopes, typewriter and mimeograph paper, file cards and

folders, pens, and pencils. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

45322 Gift, Novelty, and Souvenir Stores

This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

453220 Gift, Novelty, and Souvenir Stores

This U.S. industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

The data published with NAICS code 453220 are comprised of the following SIC industry:

5947 Gift, novelty, and souvenir shops

4533 Used Merchandise Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45331, Used Merchandise Stores.

45331 Used Merchandise Stores

This industry comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).

453310 Used Merchandise Stores

This U.S. industry comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).

The data published with NAICS code 453310 are comprised of these parts of the following SIC industries:

5932 (pt) Antique stores

5932 (pt) Second-hand stores, except pawn shops

4533101 Antique Stores

Establishments primarily engaged in retailing antique furniture and home furnishings, antique glassware, rare books and manuscripts, and other antique objects of art.

4533102 Second-hand Stores, Except Pawn Shops

Establishments primarily engaged in retailing used merchandise, such as clothing, shoes, furniture, home furnishings, appliances, electronics, books (except rare), musical instruments, compact discs, tapes, records, lumber, and building materials.

4539 Other Miscellaneous Store Retailers

This industry group comprises establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores).

45391 Pet and Pet Supplies Stores

This industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.

453910 Pet and Pet Supplies Stores

This U.S. industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.

The data published with NAICS code 453910 are comprised of this part of the following SIC industry:

5999 (pt) Pet and pet supplies stores

45392 Art Dealers

This industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.

453920 Art Dealers

This U.S. industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.

The data published with NAICS code 453920 are comprised of this part of the following SIC industry:

5999 (pt) Art dealers

45393 Manufactured (Mobile) Home Dealers

This industry comprises establishments primarily engaged in retailing new and/or used manufactured homes (i.e., mobile homes), parts, and equipment.

453930 Manufactured (Mobile) Home Dealers

This U.S. industry comprises establishments primarily engaged in retailing new and/or used manufactured homes (i.e., mobile homes), parts, and equipment.

The data published with NAICS code 453930 are comprised of the following SIC industry:

5271 Mobile home dealers

45399 All Other Miscellaneous Store Retailers

This industry comprises establishments primarily engaged in retailing specialized lines of merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; electronic and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery and gift stores; used merchandise stores; pet and pet supplies; art dealers; and manufactured home (i.e., mobile home) dealers). This industry also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis.

453991 Tobacco Stores

This U.S. industry comprises establishments primarily engaged in retailing cigarettes, cigars, tobacco, pipes, and other smokers' supplies.

The data published with NAICS code 453991 are comprised of the following SIC industry:

5993 Tobacco stores and stands

453998 All Other Miscellaneous Store Retailers (Except Tobacco Stores)

This U.S. industry comprises establishments primarily engaged in retailing specialized lines of merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; electronic and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book and music stores; general merchandise stores; florists; office supplies, stationery and gift stores; used merchandise stores; pet and pet supplies stores; art dealers; manufactured home (i.e., mobile homes) dealers; and tobacco stores). This industry also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis.

The data published with NAICS code 453998 are comprised of these parts of the following SIC industries:

5999 (pt) Collectors' items and supplies stores

5999 (pt) Trophy shops

5999 (pt) Other miscellaneous store retailers, n.e.c.

4539981 Collectors' Items and Supplies Stores

Establishments primarily engaged in retailing collectors' items and supplies, such as stamps, autographs, sports cards, and coins.

4539982 Trophy Shops

Establishments primarily engaged in retailing trophies, plaques, and other award items to individuals and teams. These establishments may perform incidental engraving.

4539983 Other Miscellaneous Store Retailers, N.E.C.

Establishments primarily engaged in retailing specialized lines, such as artists' supplies, party supplies, swimming pools (above ground) and supplies, monuments and tombstones, fireworks, and religious goods (except jewelry and books). Included are establishments primarily engaged in selling a general line of new and used merchandise on an auction basis.

454 Nonstore Retailers

Industries in the Nonstore Retailers subsector retail merchandise using methods, such as the broadcasting of infomercials, the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogues, door-to-door solicitation, in-home demonstration, selling from portable stalls and distribution through vending machines. Establishments in this subsector include mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shopping, and sales through portable stalls (e.g., street vendors, except food). Establishments engaged in the direct sale (i.e., nonstore) of products, such as home heating oil dealers, newspaper delivery are included in this subsector.

4541 Electronic Shopping and Mail-Order Houses

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45411, Electronic Shopping and Mail-Order Houses.

45411 Electronic Shopping and Mail-Order Houses

This industry comprises establishments primarily engaged in retailing all types of merchandise by means of mail or by electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalogue showrooms of mail-order houses.

454110 Electronic Shopping and Mail-Order Houses

This U.S. industry comprises establishments primarily engaged in retailing all types of merchandise by means of mail or by electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalogue showrooms of mail-order houses.

The data published with NAICS code 454110 are comprised of these parts of the following SIC industries:

- 5961 (pt) Mail-order houses, department store merchandise
- 5961 (pt) Mail-order houses, other general merchandise
- 5961 (pt) Mail-order houses, specialized merchandise
- 5961 (pt) Television order, home shopping

4541101 Mail-order Houses, Department Store Merchandise

Establishments primarily engaged as mail-order houses retailing all of the following lines of merchandise: furniture; home furnishings; appliances; radios and televisions; household linens and dry goods; and apparel. These establishments are affiliated with department store chains.

4541102 Mail-order Houses, Other General Merchandise

Establishments primarily engaged as mail-order houses selling a variety of merchandise and not affiliated with department store chains.

4541103 Mail-order Houses, Specialized Merchandise

Establishments primarily engaged as mail-order houses selling a single item or a group of related items such as foods; apparel and accessories; computers and computer software; appliances, televisions, audio equipment, furniture, floor coverings, kitchenware, and home furnishings; books and stationery; proprietary medicines; antiques; used merchandise; sporting goods; silverware; cigars and cigarettes; cameras and photographic equipment; gifts and novelties; optical goods; leather goods; artists' supplies; pet supplies; hobby equipment; and toys and games. Book and music clubs are included in this industry.

4541104 Television Order, Home Shopping

Establishments primarily engaged in selling merchandise through television shop-at-home programs. These establishments receive orders by phone and fill them by mail.

4542 Vending Machine Operators

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45421, Vending Machine Operators.

45421 Vending Machine Operators

This industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

454210 Vending Machine Operators

This U.S. industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

The data published with NAICS code 454210 are comprised of the following SIC industry:

- 5962 Automatic merchandising machine operators

4543 Direct Selling Establishments

This industry group comprises establishments primarily engaged in nonstore retailing (except electronic, mail-order, or vending machine sales). These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples of establishments in this industry are home delivery newspaper routes; home delivery of heating oil, liquefied petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer plan providers; coffee break services providers; and bottled water or water softener services.

45431 Fuel Dealers

This industry comprises establishments primarily engaged in retailing heating oil, liquefied petroleum (LP) gas, and other fuels via direct selling.

454311 Heating Oil Dealers

This U.S. industry comprises establishments primarily engaged in retailing heating oil via direct selling.

The data published with NAICS code 454311 are comprised of these parts of the following SIC industries:

- 5171 (pt) Heating oil dealers (selling for consumption - retail)
- 5983 Fuel oil dealers

4543111 Heating Oil Dealers

Establishments primarily engaged in selling fuel oil. These establishments may also repair and service fuel oil heating equipment.

4543112 Heating Oil Dealers (Selling for Consumption - Retail)

Establishments primarily engaged in selling heating oil for consumption (end use). These establishments may also provide repair and maintenance services in conjunction with the sale. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

454312 Liquefied Petroleum Gas (Bottled Gas) Dealers

This U.S. industry comprises establishments primarily engaged in retailing liquefied petroleum (LP) gas via direct selling.

The data published with NAICS code 454312 are comprised of these parts of the following SIC industries:

5171 (pt) Liquefied petroleum dealers (selling for consumption retail)

5984 Liquefied petroleum gas (bottled gas) dealers

4543121 Liquefied Petroleum Gas (Bottled Gas) Dealers

Establishments primarily engaged in selling bottled or bulk liquefied petroleum (LP) gas.

4543122 Liquefied Petroleum Dealers (Selling for Consumption - Retail)

Establishments primarily engaged in selling liquefied petroleum gases for consumption (end use). These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

454319 Other Fuel Dealers

This U.S. industry comprises establishments primarily engaged in retailing fuels (except liquefied petroleum gas and heating oil) via direct selling.

The data published with NAICS code 454319 are comprised of the following SIC industry:

5989 Fuel dealers, not elsewhere classified

45439 Other Direct Selling Establishments

This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

454390 Other Direct Selling Establishments

This U.S. industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

The data published with NAICS code 454390 are comprised of these parts of the following SIC industries:

5421 (pt) Freezer and locker meat provisioners

5963 (pt) Direct selling, furniture, home furnishings, electronics, and appliances

5963 (pt) Direct selling, videos, tapes, compact discs, and records

5963 (pt) Direct selling, books and magazines

5963 (pt) Direct selling, stationery

5963 (pt) Direct selling, newspapers

5963 (pt) Direct selling, cameras and photographic equipment

5963 (pt) Direct selling, all other merchandise

4543901 Direct Selling, Furniture, Home Furnishings, Electronics, and Appliances

Establishments primarily engaged in the direct selling of household appliances, furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, housewares, brooms and brushes, lamps, mirrors, pictures, window shades and blinds, radios, televisions, consumer electronics, and other home furnishings.

45439011 Direct Selling, Furniture, Home Furnishings, Electronics, and Appliances

Establishments primarily engaged in the direct selling of household appliances, furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, housewares, brooms and brushes, lamps, mirrors, pictures, window shades and blinds, radios, televisions, consumer electronics, and other home furnishings.

45439012 Direct Selling, Cameras and Photographic Equipment

Establishments primarily engaged in the direct selling of cameras and photographic equipment.

4543902 Direct Selling, Books, Periodicals, Videos, and Compact Discs

Establishments primarily engaged in the direct selling of books, periodicals, videos, and compact discs.

45439021 Direct Selling, Videos, Tapes, Compact Discs, and Records

Establishments primarily engaged in the direct selling of videos, tapes, compact discs, and records.

45439022 Direct Selling, Books and Magazines

Establishments primarily engaged in the direct selling of books, magazine subscriptions, and encyclopedias.

45439023 Direct Selling, Newspapers

Establishments primarily engaged in the direct selling of newspapers.

4543903 Direct Selling, Other Merchandise

Establishments primarily engaged in the direct selling of merchandise not elsewhere classified.

45439031 Direct Selling, Stationery

Establishments primarily engaged in the direct selling of stationery.

45439032 Freezer and Locker Meat Provisioners

Establishments primarily engaged in the retail sale, on a bulk basis, of meat for freezer storage and in providing home freezer meat plans.

45439033 Direct Selling, All Other Merchandise

Establishments primarily engaged in the direct selling of merchandise such as building materials; hardware; lawn and garden supplies; grocery items (except freezer meat and foods/beverages for immediate consumption); apparel and accessories; cosmetics; proprietary medicines; used

merchandise; sporting goods; jewelry; tobacco products; gifts, novelties and souvenirs; optical goods; leather goods; hobby equipment; religious articles; greeting cards; toys and games; and bottled water and coffee supplies.

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

