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2002 Economic Census

Retail Trade

Geographic Area Series



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Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

- Policymaking agencies of the federal government use the data to monitor economic activity and to assess the effectiveness of policies.
- State and local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.
- Trade associations study trends in their own and competing industries, which allows them to keep their members informed of market changes.
- Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

INDUSTRY CLASSIFICATIONS

Data from the 2002 Economic Census are published primarily according to the 2002 North American Industry Classification System (NAICS). NAICS was first adopted in the United States, Canada, and Mexico in 1997. The 2002 Economic Census covers the following NAICS sectors:

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), largely covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 100 subsectors (three-digit codes), 317 industry groups (four-digit codes), and, as implemented in the United States, 1,179 industries (six-digit codes).

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

Prior to the 1997 Economic Census, data were published according to the Standard Industrial Classification (SIC) system. While many of the individual NAICS industries correspond directly to industries as defined under the SIC system, most of the higher level groupings do not. Particular care should be taken in comparing data for retail trade, wholesale trade, and manufacturing, which are sector titles used in both NAICS and SIC, but cover somewhat different groups of industries. The 1997 Economic Census *Bridge Between NAICS and SIC* demonstrates the relationships between NAICS and SIC industries. Where changes are significant, it may not be possible to construct time series that include data for points both before and after 1997.

Most industry classifications remained unchanged between 1997 and 2002, but NAICS 2002 includes substantial revisions within the construction and wholesale trade sectors, and a number of revisions for the retail trade and information sectors. These changes are noted in industry definitions and will be demonstrated in the *Bridge Between NAICS 2002 and NAICS 1997*.

For 2002, data for enterprise support establishments (those functioning primarily to support the activities of their company's operating establishments, such as a warehouse or a research and development laboratory) are included in the industry that reflects their activities (such as warehousing). For 1997, such establishments were termed auxiliaries and were excluded from industry totals.

BASIS OF REPORTING

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company. (For selected industries, only payroll, employment, and classification are collected for individual establishments, while other data are collected on a consolidated basis.)

GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for states, metropolitan and micropolitan statistical areas, counties, and corporate municipalities (places) including cities, towns, townships, villages, and boroughs. Respondents were required to report their physical location (street address, municipality, county, and state) if it differed from their mailing address. For establishments not surveyed by mail (and those single-establishment companies that did not provide acceptable information on physical location), location information from administrative sources is used as a basis for coding.

AVAILABILITY OF ADDITIONAL DATA

All results of the 2002 Economic Census are available on the Census Bureau Internet site (www.census.gov) and on digital versatile discs (DVD-ROMs) for sale by the Census Bureau. The American FactFinder system at the Internet site allows selective retrieval and downloading of the data. For more information, including a description of reports being issued, see the Internet site, write to the U.S. Census Bureau, Washington, DC 20233-6100, or call Customer Services at 301-763-4100.

HISTORICAL INFORMATION

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

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for the 1840 Decennial Census and subsequent censuses to include mining and some commercial activities. The 1905 Manufactures Census was the first time a census was taken apart

from the regular decennial population census. Censuses covering retail and wholesale trade and construction industries were added in 1930, as were some service trades in 1933. Censuses of construction, manufacturing, and the other business censuses were suspended during World War II.

The 1954 Economic Census was the first census to be fully integrated, providing comparable census data across economic sectors and using consistent time periods, concepts, definitions, classifications, and reporting units. It was the first census to be taken by mail, using lists of firms provided by the administrative records of other federal agencies. Since 1963, administrative records also have been used to provide basic statistics for very small firms, reducing or eliminating the need to send them census report forms.

The range of industries covered in the economic census expanded between 1967 and 2002. The census of construction industries began on a regular basis in 1967, and the scope of service industries, introduced in 1933, was broadened in 1967, 1977, and 1987. While a few transportation industries were covered as early as 1963, it was not until 1992 that the census broadened to include all of transportation, communications, and utilities. Also new for 1992 was coverage of financial, insurance, and real estate industries. With these additions, the economic census and the separate census of governments and census of agriculture collectively covered roughly 98 percent of all economic activity. New for 2002 is coverage of four industries classified in the agriculture, forestry, and fishing sector under the SIC system: landscape architectural services, landscaping services, veterinary services, and pet care services.

Printed statistical reports from the 1992 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. Reports for 1997 were published primarily on the Internet and copies of 1992 reports are also available there. CD-ROMs issued from the 1987, 1992, and 1997 Economic Censuses contain databases that include all or nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for the 2002 Economic Census and related surveys is published in the *Guide to the 2002 Economic Census* at www.census.gov/econ/census02/guide. More information on the methodology, procedures, and history of the census will be published in the *History of the 2002 Economic Census* at www.census.gov/econ/www/history.html.

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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 in this sector.

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

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

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

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

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

REPORTS

The following reports provide statistics on this sector.

Industry Series. There are 21 reports, each covering a group of related industries. The reports present, by kind of business for the United States, general statistics for establishments of firms with payroll on number of establishments, sales, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

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

Subject Series:

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

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

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

GEOGRAPHIC AREAS COVERED

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

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.

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

DOLLAR VALUES

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

All dollar values are shown in thousands of dollars.

COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS). There were revisions to some industries in this sector for 2002.

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

RELIABILITY OF DATA

All data compiled for this sector are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, processing, and estimation for missing or misreported data. Data presented in the Miscellaneous Subjects and Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data, as by the percentages shown in the tables. Precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors. More information on the reliability of the data is included in Appendix C, Methodology.

DISCLOSURE

In accordance with federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

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

CONTACTS FOR DATA USERS

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

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

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

Table 1. Summary Statistics for the State: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
NEVADA								
44-45	Retail trade	7 214	26 999 899	2 646 023	630 181	112 339	7.5	4.5
441	Motor vehicle and parts dealers	681	6 628 184	576 159	136 534	14 924	7.3	2.2
4411	Automobile dealers	243	5 656 488	447 514	106 833	10 367	7.1	1.7
44111	New car dealers	120	5 273 965	417 915	100 076	9 380	4.3	1.0
441110	New car dealers	120	5 273 965	417 915	100 076	9 380	4.3	1.0
44112	Used car dealers	123	382 523	29 599	6 757	987	46.0	11.6
441120	Used car dealers	123	382 523	29 599	6 757	987	46.0	11.6
4412	Other motor vehicle dealers	107	519 159	51 496	11 398	1 376	6.9	5.1
44121	Recreational vehicle dealers	33	315 076	29 941	6 406	633	3.6	6.2
441210	Recreational vehicle dealers	33	315 076	29 941	6 406	633	3.6	6.2
44122	Motorcycle, boat, and other motor vehicle dealers	74	204 083	21 555	4 992	743	12.0	3.3
441221	Motorcycle dealers	41	149 203	15 294	3 610	517	13.3	1.0
441222	Boat dealers	15	40 810	4 666	989	138	6.5	9.2
441229	All other motor vehicle dealers	18	14 070	1 595	393	88	14.9	10.4
4413	Automotive parts, accessories, and tire stores	331	452 537	77 149	18 303	3 181	9.9	4.4
44131	Automotive parts and accessories stores	223	278 205	47 270	11 261	2 168	10.1	5.4
441310	Automotive parts and accessories stores	223	278 205	47 270	11 261	2 168	10.1	5.4
44132	Tire dealers	108	174 332	29 879	7 042	1 013	9.6	2.9
441320	Tire dealers	108	174 332	29 879	7 042	1 013	9.6	2.9
442	Furniture and home furnishings stores	440	810 544	116 415	27 590	4 851	17.6	9.3
4421	Furniture stores	180	454 786	66 248	16 818	2 566	14.3	12.3
44211	Furniture stores	180	454 786	66 248	16 818	2 566	14.3	12.3
442110	Furniture stores	180	454 786	66 248	16 818	2 566	14.3	12.3
4422	Home furnishings stores	260	355 758	50 167	10 772	2 285	21.8	5.5
44221	Floor covering stores	94	187 748	29 515	6 245	1 056	27.8	7.0
442210	Floor covering stores	94	187 748	29 515	6 245	1 056	27.8	7.0
44229	Other home furnishings stores	166	168 010	20 652	4 527	1 229	15.2	3.8
442291	Window treatment stores	24	16 898	2 504	402	102	61.4	2.7
442299	All other home furnishings stores	142	151 112	18 148	4 125	1 127	10.0	3.9
443	Electronics and appliance stores	382	682 256	77 664	18 735	3 309	8.7	5.4
4431	Electronics and appliance stores	382	682 256	77 664	18 735	3 309	8.7	5.4
44311	Appliance, television, and other electronics stores	276	530 218	58 959	14 347	2 555	7.7	5.2
443111	Household appliance stores	57	82 716	11 345	2 581	477	13.0	2.7
443112	Radio, television, and other electronics stores	219	447 502	47 614	11 766	2 078	6.7	5.7
44312	Computer and software stores	88	137 612	15 085	3 612	608	12.4	7.0
443120	Computer and software stores	88	137 612	15 085	3 612	608	12.4	7.0
44313	Camera and photographic supplies stores	18	14 426	3 620	776	146	11.7	—
443130	Camera and photographic supplies stores	18	14 426	3 620	776	146	11.7	—
444	Building material and garden equipment and supplies dealers	459	1 705 104	212 872	48 403	7 626	9.5	2.4
4441	Building material and supplies dealers	375	1 540 510	190 075	43 870	6 624	9.4	2.6
44411	Home centers	25	D	D	D	h	D	D
444110	Home Centers	25	D	D	D	h	D	D
44412	Paint and wallpaper stores	43	D	D	D	e	D	D
444120	Paint and wallpaper stores	43	D	D	D	e	D	D
44413	Hardware stores	59	96 497	14 495	2 847	586	17.3	1.8
444130	Hardware stores	59	96 497	14 495	2 847	586	17.3	1.8
44419	Other building material dealers	248	628 502	89 478	21 512	2 532	19.3	5.9
444190	Other building material dealers	248	628 502	89 478	21 512	2 532	19.3	5.9
4442	Lawn and garden equipment and supplies stores	84	164 594	22 797	4 533	1 002	10.3	1.5
44421	Outdoor power equipment stores	12	10 793	1 635	415	78	18.2	—
444210	Outdoor power equipment stores	12	10 793	1 635	415	78	18.2	—
44422	Nursery, garden center, and farm supply stores	72	153 801	21 162	4 118	924	9.7	1.6
444220	Nursery, garden center, and farm supply stores	72	153 801	21 162	4 118	924	9.7	1.6
445	Food and beverage stores	769	3 618 634	433 098	106 665	19 885	6.9	5.7
4451	Grocery stores	578	3 452 458	413 115	101 802	18 743	5.8	5.3
44511	Supermarkets and other grocery (except convenience) stores	360	3 257 330	394 796	97 403	17 483	3.4	4.6
445110	Supermarkets and other grocery (except convenience) stores	360	3 257 330	394 796	97 403	17 483	3.4	4.6
44512	Convenience stores	218	195 128	18 319	4 399	1 260	44.9	16.8
445120	Convenience stores	218	195 128	18 319	4 399	1 260	44.9	16.8
4452	Specialty food stores	116	62 895	12 185	3 042	708	20.1	8.8
4453	Beer, wine, and liquor stores	75	103 281	7 798	1 821	434	38.7	15.7
44531	Beer, wine, and liquor stores	75	103 281	7 798	1 821	434	38.7	15.7
445310	Beer, wine, and liquor stores	75	103 281	7 798	1 821	434	38.7	15.7
446	Health and personal care stores	542	1 147 608	162 108	39 061	7 386	10.1	3.8
4461	Health and personal care stores	542	1 147 608	162 108	39 061	7 386	10.1	3.8
44611	Pharmacies and drug stores	206	896 138	118 926	28 445	5 247	6.0	3.7
446110	Pharmacies and drug stores	206	896 138	118 926	28 445	5 247	6.0	3.7
4461101	Pharmacies and drug stores	202	894 595	118 736	28 405	5 238	5.9	3.7
4461102	Proprietary stores	4	1 543	190	40	9	66.5	9.7
44612	Cosmetics, beauty supplies, and perfume stores	104	89 195	12 667	3 007	904	10.0	2.4
446120	Cosmetics, beauty supplies, and perfume stores	104	89 195	12 667	3 007	904	10.0	2.4
44613	Optical goods stores	83	57 463	11 958	3 013	468	16.9	5.9
446130	Optical goods stores	83	57 463	11 958	3 013	468	16.9	5.9
44619	Other health and personal care stores	149	104 812	18 557	4 596	767	41.4	5.3
446191	Food (health) supplement stores	99	46 972	6 644	1 711	397	45.8	3.9
446199	All other health and personal care stores	50	57 840	11 913	2 885	370	37.8	6.4

See footnotes at end of table.

Table 1. Summary Statistics for the State: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
NEVADA—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	671	1 941 071	117 266	28 539	7 307	17.3	11.5
4471	Gasoline stations	671	1 941 071	117 266	28 539	7 307	17.3	11.5
44711	Gasoline stations with convenience stores	571	1 479 528	86 142	20 549	5 523	18.8	12.1
447110	Gasoline stations with convenience stores	571	1 479 528	86 142	20 549	5 523	18.8	12.1
44719	Other gasoline stations	100	461 543	31 124	7 990	1 784	12.6	9.5
447190	Other gasoline stations	100	461 543	31 124	7 990	1 784	12.6	9.5
448	Clothing and clothing accessories stores	1 195	1 730 025	224 749	51 877	11 360	5.9	8.5
4481	Clothing stores	677	1 148 782	147 213	33 091	7 797	4.5	8.7
44811	Men's clothing stores	64	65 793	12 076	2 949	478	7.0	17.6
448110	Men's clothing stores	64	65 793	12 076	2 949	478	7.0	17.6
44812	Women's clothing stores	215	284 563	34 211	7 837	1 968	7.3	6.3
448120	Women's clothing stores	215	284 563	34 211	7 837	1 968	7.3	6.3
44813	Children's and infants' clothing stores	32	40 793	3 906	881	290	2.3	.8
448130	Children's and infants' clothing stores	32	40 793	3 906	881	290	2.3	.8
44814	Family clothing stores	228	628 100	76 178	16 191	3 895	2.7	8.5
448140	Family clothing stores	228	628 100	76 178	16 191	3 895	2.7	8.5
44815	Clothing accessories stores	51	50 820	7 988	1 967	325	3.9	12.7
448150	Clothing accessories stores	51	50 820	7 988	1 967	325	3.9	12.7
44819	Other clothing stores	87	78 713	12 854	3 266	841	8.7	13.0
448190	Other clothing stores	87	78 713	12 854	3 266	841	8.7	13.0
4482	Shoe stores	233	241 982	27 795	6 661	1 753	7.3	5.8
44821	Shoe stores	233	241 982	27 795	6 661	1 753	7.3	5.8
448210	Shoe stores	233	241 982	27 795	6 661	1 753	7.3	5.8
4482101	Men's shoe stores	17	9 726	1 535	390	56	9.9	19.8
4482102	Women's shoe stores	29	21 238	2 926	688	199	1.4	11.0
4482103	Children's and juveniles' shoe stores	11	4 768	666	169	41	15.1	11.8
4482104	Family shoe stores	130	114 056	13 523	3 347	919	10.7	6.7
4482105	Athletic footwear stores	46	92 194	9 145	2 067	538	3.8	1.8
4483	Jewelry, luggage, and leather goods stores	285	339 261	49 741	12 125	1 810	9.8	9.8
44831	Jewelry stores	251	267 282	42 366	10 457	1 532	11.7	9.8
448310	Jewelry stores	251	267 282	42 366	10 457	1 532	11.7	9.8
44832	Luggage and leather goods stores	34	71 979	7 375	1 668	278	2.7	10.1
448320	Luggage and leather goods stores	34	71 979	7 375	1 668	278	2.7	10.1
451	Sporting goods, hobby, book, and music stores	397	517 946	62 691	14 861	4 134	10.7	3.6
4511	Sporting goods, hobby, and musical instrument stores	283	364 715	47 328	10 998	3 007	13.1	3.7
45111	Sporting goods stores	147	184 166	24 828	5 714	1 489	14.7	4.9
451110	Sporting goods stores	147	184 166	24 828	5 714	1 489	14.7	4.9
4511101	General-line sporting goods stores	44	99 403	10 968	2 578	727	7.9	3.2
4511102	Specialty-line sporting goods stores	103	84 763	13 860	3 136	762	22.6	6.9
45112	Hobby, toy, and game stores	77	109 610	13 095	3 019	989	7.4	3.7
451120	Hobby, toy, and game stores	77	109 610	13 095	3 019	989	7.4	3.7
45113	Sewing, needlework, and piece goods stores	35	31 821	4 110	1 029	284	10.3	.1
451130	Sewing, needlework, and piece goods stores	35	31 821	4 110	1 029	284	10.3	.1
45114	Musical instrument and supplies stores	24	39 118	5 295	1 236	245	23.5	1.3
451140	Musical instrument and supplies stores	24	39 118	5 295	1 236	245	23.5	1.3
4512	Book, periodical, and music stores	114	153 231	15 363	3 863	1 127	5.1	3.2
45121	Book stores and news dealers	68	96 327	10 484	2 602	720	5.0	.4
451211	Book stores	62	94 563	10 239	2 557	704	5.1	.4
4512111	Book stores, general	29	57 595	6 753	1 641	441	3.7	—
4512112	Specialty book stores	25	12 564	2 064	491	172	21.0	2.6
4512113	College book stores	8	24 404	1 422	425	91	—	.1
451212	News dealers and newsstands	6	1 764	245	45	16	—	—
45122	Prerecorded tape, compact disc, and record stores	46	56 904	4 879	1 261	407	5.3	8.1
451220	Prerecorded tape, compact disc, and record stores	46	56 904	4 879	1 261	407	5.3	8.1
452	General merchandise stores	180	3 835 982	369 955	87 698	18 783	.3	.2
4521	Department stores	70	2 004 326	218 234	53 382	11 583	—	—
45210009	Department stores (incl. leased depts.) ³	70	2 047 605	218 234	53 382	11 583	—	—
45211	Department stores	70	2 004 326	218 234	53 382	11 583	—	—
452111	Department stores (except discount department stores) ..	32	823 187	99 606	24 854	5 295	—	—
452112	Discount department stores	38	1 181 139	118 628	28 528	6 288	—	—
4529	Other general merchandise stores	110	1 831 656	151 721	34 316	7 200	.7	.4
45291	Warehouse clubs and supercenters	20	D	D	D	i	D	D
452910	Warehouse clubs and supercenters	20	D	D	D	i	D	D
45299	All other general merchandise stores	90	D	D	D	g	D	D
452990	All other general merchandise stores	90	D	D	D	g	D	D
4529901	Variety stores	41	D	D	D	f	D	D
4529904	Miscellaneous general merchandise stores	49	73 120	9 605	2 467	655	13.0	5.5
453	Miscellaneous store retailers	1 062	970 874	133 228	31 322	7 244	16.6	12.1
4531	Florists	115	37 521	8 345	2 098	600	38.6	13.7
45311	Florists	115	37 521	8 345	2 098	600	38.6	13.7
453110	Florists	115	37 521	8 345	2 098	600	38.6	13.7
4532	Office supplies, stationery, and gift stores	436	451 354	59 278	13 644	3 531	12.0	13.4
45321	Office supplies and stationery stores	73	189 868	21 146	5 069	1 011	2.4	6.1
453210	Office supplies and stationery stores	73	189 868	21 146	5 069	1 011	2.4	6.1
45322	Gift, novelty, and souvenir stores	363	261 486	38 132	8 575	2 520	19.0	18.7
453220	Gift, novelty, and souvenir stores	363	261 486	38 132	8 575	2 520	19.0	18.7
4533	Used merchandise stores	106	63 752	14 099	3 650	860	13.3	3.9
45331	Used merchandise stores	106	63 752	14 099	3 650	860	13.3	3.9
453310	Used merchandise stores	106	63 752	14 099	3 650	860	13.3	3.9

See footnotes at end of table.

Table 1. Summary Statistics for the State: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
NEVADA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers—Con.							
4539	Other miscellaneous store retailers	405	418 247	51 506	11 930	2 253	20.1	11.8
45391	Pet and pet supplies stores	61	84 061	12 524	2 613	783	10.7	6.2
453910	Pet and pet supplies stores	61	84 061	12 524	2 613	783	10.7	6.2
45392	Art dealers	59	53 850	10 230	2 641	269	19.3	2.7
453920	Art dealers	59	53 850	10 230	2 641	269	19.3	2.7
45393	Manufactured (mobile) home dealers	40	68 134	5 223	1 332	198	36.1	1.2
453930	Manufactured (mobile) home dealers	40	68 134	5 223	1 332	198	36.1	1.2
45399	All other miscellaneous store retailers	245	212 202	23 529	5 344	1 003	18.9	19.8
454	Nonstore retailers	436	3 411 671	159 818	38 896	5 530	3.9	4.6
4541	Electronic shopping and mail-order houses	154	3 064 914	101 079	24 489	3 468	3.0	3.9
45411	Electronic shopping and mail-order houses	154	3 064 914	101 079	24 489	3 468	3.0	3.9
454111	Electronic shopping	52	83 415	10 357	3 059	330	11.4	40.1
454113	Mail-order houses	102	2 981 499	90 722	21 430	3 138	2.7	2.8
4542	Vending machine operators	40	47 477	8 440	2 114	314	18.3	9.2
45421	Vending machine operators	40	47 477	8 440	2 114	314	18.3	9.2
454210	Vending machine operators	40	47 477	8 440	2 114	314	18.3	9.2
4543	Direct selling establishments	242	299 280	50 299	12 293	1 748	11.7	12.0
45431	Fuel dealers	52	104 679	13 529	3 486	447	1.1	6.3
454311	Heating oil dealers	8	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	42	57 713	8 102	2 138	304	2.0	11.3
454319	Other fuel dealers	2	D	D	D	a	D	D
45439	Other direct selling establishments	190	194 601	36 770	8 807	1 301	17.4	15.1
454390	Other direct selling establishments	190	194 601	36 770	8 807	1 301	17.4	15.1

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

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

³Data for this line not included in broader kind-of-business totals.

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

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
LAS VEGAS-PARADISE-PAHRUMP, NV COMBINED STATISTICAL AREA								
44-45	Retail trade	4 858	19 509 060	1 899 029	453 600	79 957	7.0	4.0
441	Motor vehicle and parts dealers	386	4 796 492	418 458	100 327	10 639	5.5	1.5
4411	Automobile dealers	138		D	D	i	D	D
44111	New car dealers	69	D	D	D	i	D	D
441110	New car dealers	69	D	D	D	i	D	D
44112	Used car dealers	69	D	D	D	f	D	D
441120	Used car dealers	69	D	D	D	f	D	D
4412	Other motor vehicle dealers	65	D	D	D	f	D	D
44121	Recreational vehicle dealers	19	D	D	D	e	D	D
441210	Recreational vehicle dealers	19	D	D	D	e	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	46	D	D	D	e	D	D
441221	Motorcycle dealers	22	D	D	D	e	D	D
441222	Boat dealers	12	28 128	2 984	669	100	4.1	13.4
441229	All other motor vehicle dealers	12	7 366	1 197	297	72	28.5	—
4413	Automotive parts, accessories, and tire stores	183	D	D	D	g	D	D
44131	Automotive parts and accessories stores	135	189 323	31 433	7 622	1 489	8.5	4.8
441310	Automotive parts and accessories stores	135	189 323	31 433	7 622	1 489	8.5	4.8
44132	Tire dealers	48	D	D	D	e	D	D
441320	Tire dealers	48	D	D	D	e	D	D
442	Furniture and home furnishings stores	306	638 282	89 017	20 898	3 491	18.1	10.1
4421	Furniture stores	125	D	D	D	g	D	D
44211	Furniture stores	125	D	D	D	g	D	D
442110	Furniture stores	125	D	D	D	g	D	D
4422	Home furnishings stores	181	D	D	D	g	D	D
44221	Floor covering stores	60	D	D	D	f	D	D
442210	Floor covering stores	60	D	D	D	f	D	D
44229	Other home furnishings stores	121	134 669	16 472	3 466	973	16.0	3.2
442291	Window treatment stores	18	13 022	1 953	287	80	76.9	2.4
442299	All other home furnishings stores	103	121 647	14 519	3 179	893	9.5	3.2
443	Electronics and appliance stores	266	471 415	54 991	13 035	2 374	7.8	4.7
4431	Electronics and appliance stores	266	471 415	54 991	13 035	2 374	7.8	4.7
44311	Appliance, television, and other electronics stores	193	D	D	D	g	D	D
443111	Household appliance stores	30	D	D	D	e	D	D
443112	Radio, television, and other electronics stores	163	D	D	D	g	D	D
44312	Computer and software stores	59	D	D	D	e	D	D
443120	Computer and software stores	59	D	D	D	e	D	D
44313	Camera and photographic supplies stores	14	D	D	D	c	D	D
443130	Camera and photographic supplies stores	14	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers	248	1 021 875	124 318	28 585	4 385	10.9	3.0
4441	Building material and supplies dealers	209	923 381	113 601	26 172	3 874	10.7	3.1
44411	Home centers	15	D	D	D	g	D	D
444110	Home Centers	15	D	D	D	g	D	D
44412	Paint and wallpaper stores	30	D	D	D	c	D	D
444120	Paint and wallpaper stores	30	D	D	D	c	D	D
44413	Hardware stores	27	D	D	D	e	D	D
444130	Hardware stores	27	D	D	D	e	D	D
44419	Other building material dealers	137	D	D	D	g	D	D
444190	Other building material dealers	137	D	D	D	g	D	D
4442	Lawn and garden equipment and supplies stores	39	98 494	10 717	2 413	511	11.8	1.9
44422	Nursery, garden center, and farm supply stores	33	94 881	10 167	2 257	479	10.2	2.0
444220	Nursery, garden center, and farm supply stores	33	94 881	10 167	2 257	479	10.2	2.0
445	Food and beverage stores	536	2 368 666	291 790	72 732	13 701	8.1	5.3
4451	Grocery stores	395	D	D	D	j	D	D
44511	Supermarkets and other grocery (except convenience) stores	234	D	D	D	j	D	D
445110	Supermarkets and other grocery (except convenience) stores	234	D	D	D	j	D	D
44512	Convenience stores	161	D	D	D	f	D	D
445120	Convenience stores	161	D	D	D	f	D	D
4452	Specialty food stores	95	43 926	8 489	2 156	556	20.4	12.3
4453	Beer, wine, and liquor stores	46	D	D	D	e	D	D
44531	Beer, wine, and liquor stores	46	D	D	D	e	D	D
445310	Beer, wine, and liquor stores	46	D	D	D	e	D	D
446	Health and personal care stores	411	D	D	D	i	D	D
4461	Health and personal care stores	411	D	D	D	i	D	D
44611	Pharmacies and drug stores	152	D	D	D	h	D	D
446110	Pharmacies and drug stores	152	D	D	D	h	D	D
4461101	Pharmacies and drug stores	149	D	D	D	h	D	D
4461102	Proprietary stores	3	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	86	78 433	11 202	2 644	802	10.3	2.2
446120	Cosmetics, beauty supplies, and perfume stores	86	78 433	11 202	2 644	802	10.3	2.2
44613	Optical goods stores	67	45 423	9 205	2 343	360	19.8	7.4
446130	Optical goods stores	67	45 423	9 205	2 343	360	19.8	7.4
44619	Other health and personal care stores	106	D	D	D	f	D	D
446191	Food (health) supplement stores	68	D	D	D	e	D	D
446199	All other health and personal care stores	38	D	D	D	e	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	LAS VEGAS-PARADISE-PAHRUMP, NV COMBINED STATISTICAL AREA—Con.							
44-45	Retail trade—Con.							
447	Gasoline stations	411	1 177 032	70 306	16 831	4 469	16.7	13.0
4471	Gasoline stations	411	1 177 032	70 306	16 831	4 469	16.7	13.0
44711	Gasoline stations with convenience stores	373	1 036 881	60 783	14 474	3 928	16.7	12.9
447110	Gasoline stations with convenience stores	373	1 036 881	60 783	14 474	3 928	16.7	12.9
44719	Other gasoline stations	38	140 151	9 523	2 357	541	17.2	13.4
447190	Other gasoline stations	38	140 151	9 523	2 357	541	17.2	13.4
448	Clothing and clothing accessories stores	958	1 520 928	198 693	45 351	9 638	5.7	8.8
4481	Clothing stores	554	1 000 894	129 572	28 658	6 611	4.1	9.2
44811	Men's clothing stores	55	59 831	11 195	2 759	441	6.5	18.6
448110	Men's clothing stores	55	59 831	11 195	2 759	441	6.5	18.6
44812	Women's clothing stores	184	262 103	31 446	7 162	1 759	6.7	6.2
448120	Women's clothing stores	184	262 103	31 446	7 162	1 759	6.7	6.2
44813	Children's and infants' clothing stores	26	34 832	3 232	779	246	1.8	.9
448130	Children's and infants' clothing stores	26	34 832	3 232	779	246	1.8	.9
44814	Family clothing stores	181	529 745	65 419	13 361	3 192	2.2	9.3
448140	Family clothing stores	181	529 745	65 419	13 361	3 192	2.2	9.3
44815	Clothing accessories stores	46	48 996	7 670	1 887	301	3.6	12.4
448150	Clothing accessories stores	46	48 996	7 670	1 887	301	3.6	12.4
44819	Other clothing stores	62	65 387	10 610	2 710	672	8.5	13.7
448190	Other clothing stores	62	65 387	10 610	2 710	672	8.5	13.7
4482	Shoe stores	180	215 182	24 625	5 876	1 504	7.9	5.2
44821	Shoe stores	180	215 182	24 625	5 876	1 504	7.9	5.2
448210	Shoe stores	180	215 182	24 625	5 876	1 504	7.9	5.2
4482101	Men's shoe stores	13	D	D	D	b	D	D
4482102	Women's shoe stores	26	D	D	D	c	D	D
4482103	Children's and juveniles' shoe stores	8	D	D	D	b	D	D
4482104	Family shoe stores	97	99 472	11 768	2 908	771	11.6	7.0
4482105	Athletic footwear stores	36	84 838	8 428	1 902	489	4.2	.3
4483	Jewelry, luggage, and leather goods stores	224	304 852	44 496	10 817	1 523	9.1	10.0
44831	Jewelry stores	192	D	D	D	g	D	D
448310	Jewelry stores	192	D	D	D	g	D	D
44832	Luggage and leather goods stores	32	D	D	D	e	D	D
448320	Luggage and leather goods stores	32	D	D	D	e	D	D
451	Sporting goods, hobby, book, and music stores	252	D	D	D	h	D	D
4511	Sporting goods, hobby, and musical instrument stores	173	244 615	31 521	7 382	1 905	15.0	4.6
45111	Sporting goods stores	82	107 276	15 073	3 490	828	20.4	6.5
451110	Sporting goods stores	82	107 276	15 073	3 490	828	20.4	6.5
4511101	General-line sporting goods stores	27	64 181	7 482	1 762	470	10.1	3.3
4511102	Specialty-line sporting goods stores	55	43 095	7 591	1 728	358	35.8	11.4
45112	Hobby, toy, and game stores	52	83 378	9 658	2 251	710	3.9	4.6
451120	Hobby, toy, and game stores	52	83 378	9 658	2 251	710	3.9	4.6
45113	Sewing, needlework, and piece goods stores	22	24 075	3 307	811	206	12.9	.1
451130	Sewing, needlework, and piece goods stores	22	24 075	3 307	811	206	12.9	.1
45114	Musical instrument and supplies stores	17	29 886	3 483	830	161	27.8	1.2
451140	Musical instrument and supplies stores	17	29 886	3 483	830	161	27.8	1.2
4512	Book, periodical, and music stores	79	D	D	D	f	D	D
45121	Book stores and news dealers	45	D	D	D	f	D	D
451211	Book stores	41	D	D	D	e	D	D
4512111	Book stores, general	20	D	D	D	e	D	D
4512112	Specialty book stores	15	D	D	D	c	D	D
4512113	College book stores	6	D	D	D	b	D	D
451212	News dealers and newsstands	4	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	34	44 617	3 637	955	288	6.7	5.0
451220	Prerecorded tape, compact disc, and record stores	34	44 617	3 637	955	288	6.7	5.0
452	General merchandise stores	115	D	D	D	j	D	D
4521	Department stores	45	1 368 647	156 534	38 335	7 959	—	—
45210009	Department stores (incl. leased depts.) ³	45	1 398 884	156 534	38 335	7 959	—	—
45211	Department stores	45	1 368 647	156 534	38 335	7 959	—	—
452111	Department stores (except discount department stores) ..	21	587 786	75 990	19 003	3 863	—	—
452112	Discount department stores	24	780 861	80 544	19 332	4 096	—	—
4529	Other general merchandise stores	70	D	D	D	i	D	D
45291	Warehouse clubs and supercenters	13	D	D	D	h	D	D
452910	Warehouse clubs and supercenters	13	D	D	D	h	D	D
45299	All other general merchandise stores	57	D	D	D	g	D	D
452990	All other general merchandise stores	57	D	D	D	g	D	D
4529901	Variety stores	24	D	D	D	f	D	D
4529904	Miscellaneous general merchandise stores	33	D	D	D	e	D	D
453	Miscellaneous store retailers	719	D	D	D	i	D	D
4531	Florists	72	20 508	4 863	1 200	312	45.5	5.7
45311	Florists	72	20 508	4 863	1 200	312	45.5	5.7
453110	Florists	72	20 508	4 863	1 200	312	45.5	5.7
4532	Office supplies, stationery, and gift stores	316	D	D	D	h	D	D
45321	Office supplies and stationery stores	47	D	D	D	f	D	D
453210	Office supplies and stationery stores	47	D	D	D	f	D	D
45322	Gift, novelty, and souvenir stores	269	D	D	D	g	D	D
453220	Gift, novelty, and souvenir stores	269	D	D	D	g	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—		
							From admini- strative records ¹	Estimated ²	
LAS VEGAS-PARADISE-PAHRUMP, NV COMBINED STATISTICAL AREA—Con.									
Retail trade—Con.									
44-45	Miscellaneous store retailers—Con.								
4533	Used merchandise stores	60	45 248	9 666	2 505	568	12.4	2.7	
45331	Used merchandise stores	60	45 248	9 666	2 505	568	12.4	2.7	
453310	Used merchandise stores	60	45 248	9 666	2 505	568	12.4	2.7	
4539	Other miscellaneous store retailers	271	D	D	D	g	D	D	
45391	Pet and pet supplies stores	38	D	D	D	f	D	D	
453910	Pet and pet supplies stores	38	D	D	D	f	D	D	
45392	Art dealers	40	42 010	8 804	2 288	216	22.0	3.2	
453920	Art dealers	40	42 010	8 804	2 288	216	22.0	3.2	
45393	Manufactured (mobile) home dealers	17	31 345	2 624	688	102	24.9	.8	
453930	Manufactured (mobile) home dealers	17	31 345	2 624	688	102	24.9	.8	
45399	All other miscellaneous store retailers	176	D	D	D	f	D	D	
454	Nonstore retailers	250	2 888 524	114 113	27 294	4 125	3.7	2.1	
4541	Electronic shopping and mail-order houses	96	D	D	D	h	D	D	
45411	Electronic shopping and mail-order houses	96	D	D	D	h	D	D	
4542	Vending machine operators	25	D	D	D	e	D	D	
45421	Vending machine operators	25	D	D	D	e	D	D	
454210	Vending machine operators	25	D	D	D	e	D	D	
4543	Direct selling establishments	129	D	D	D	f	D	D	
45431	Fuel dealers	13	D	D	D	c	D	D	
454312	Liquefied petroleum gas (bottled gas) dealers	12	D	D	D	c	D	D	
454319	Other fuel dealers	1	D	D	D	a	D	D	
45439	Other direct selling establishments	116	D	D	D	f	D	D	
454390	Other direct selling establishments	116	D	D	D	f	D	D	
Las Vegas-Paradise, NV Metropolitan Statistical Area									
44-45	Retail trade	4 750	19 302 266	1 878 431	448 652	79 005	7.0	3.9	
441	Motor vehicle and parts dealers	370	4 757 521	414 815	99 448	10 503	5.6	1.4	
4411	Automobile dealers	135	4 171 086	337 726	81 376	7 711	5.2	1.0	
44111	New car dealers	67	3 916 927	319 088	77 102	7 078	3.2	—	
441110	New car dealers	67	3 916 927	319 088	77 102	7 078	3.2	—	
44112	Used car dealers	68	254 159	18 638	4 274	633	37.1	16.0	
441120	Used car dealers	68	254 159	18 638	4 274	633	37.1	16.0	
4412	Other motor vehicle dealers	62	328 530	33 830	7 794	883	6.4	5.3	
44121	Recreational vehicle dealers	17	216 565	21 184	4 764	417	2.5	6.3	
441210	Recreational vehicle dealers	17	216 565	21 184	4 764	417	2.5	6.3	
44122	Motorcycle, boat, and other motor vehicle dealers	45	111 965	12 646	3 030	466	14.0	3.4	
441221	Motorcycle dealers	21	76 471	8 465	2 064	294	16.3	—	
441222	Boat dealers	12	28 128	2 984	669	100	4.1	13.4	
441229	All other motor vehicle dealers	12	7 366	1 197	297	72	28.5	—	
4413	Automotive parts, accessories, and tire stores	173	257 905	43 259	10 278	1 909	9.4	4.0	
44131	Automotive parts and accessories stores	129	183 794	30 655	7 456	1 442	8.8	4.7	
441310	Automotive parts and accessories stores	129	183 794	30 655	7 456	1 442	8.8	4.7	
44132	Tire dealers	44	74 111	12 604	2 822	467	11.0	2.2	
441320	Tire dealers	44	74 111	12 604	2 822	467	11.0	2.2	
442	Furniture and home furnishings stores	303	636 215	88 657	20 805	3 459	18.1	10.1	
4421	Furniture stores	123	343 163	48 414	12 502	1 657	14.3	14.1	
44211	Furniture stores	123	343 163	48 414	12 502	1 657	14.3	14.1	
442110	Furniture stores	123	343 163	48 414	12 502	1 657	14.3	14.1	
4422	Home furnishings stores	180	293 052	40 243	8 303	1 802	22.5	5.5	
44221	Floor covering stores	59	158 383	23 771	4 837	829	28.0	7.5	
442210	Floor covering stores	59	158 383	23 771	4 837	829	28.0	7.5	
44229	Other home furnishings stores	121	134 669	16 472	3 466	973	16.0	3.2	
442291	Window treatment stores	18	13 022	1 953	287	80	76.9	2.4	
442299	All other home furnishings stores	103	121 647	14 519	3 179	893	9.5	3.2	
443	Electronics and appliance stores	260	469 790	54 753	12 979	2 359	7.6	4.6	
4431	Electronics and appliance stores	260	469 790	54 753	12 979	2 359	7.6	4.6	
44311	Appliance, television, and other electronics stores	188	373 675	41 779	10 077	1 834	6.7	4.6	
443111	Household appliance stores	26	51 996	7 440	1 636	320	6.5	1.5	
443112	Radio, television, and other electronics stores	162	321 679	34 339	8 441	1 514	6.7	5.1	
44312	Computer and software stores	58	D	D	D	e	D	D	
443120	Computer and software stores	58	D	D	D	e	D	D	
44313	Camera and photographic supplies stores	14	D	D	D	c	D	D	
443130	Camera and photographic supplies stores	14	D	D	D	c	D	D	

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	LAS VEGAS-PARADISE-PAHRUMP, NV COMBINED STATISTICAL AREA—Con.							
	Las Vegas-Paradise, NV Metropolitan Statistical Area—Con.							
	Retail trade—Con.							
44-45	Building material and garden equipment and supplies dealers . . .	233	1 004 232	121 764	28 032	4 279	10.8	3.0
444	Building material and supplies dealers	198	906 550	111 185	25 647	3 774	10.8	3.1
4441	Home centers	14	D	D	D	g	D	D
444110	Home Centers	14	D	D	D	g	D	D
44412	Paint and wallpaper stores	29	D	D	D	c	D	D
444120	Paint and wallpaper stores	29	D	D	D	c	D	D
44413	Hardware stores	26	D	D	D	e	D	D
444130	Hardware stores	26	D	D	D	e	D	D
44419	Other building material dealers	129	355 699	49 035	11 909	1 333	27.0	7.6
444190	Other building material dealers	129	355 699	49 035	11 909	1 333	27.0	7.6
4442	Lawn and garden equipment and supplies stores	35	97 682	10 579	2 385	505	11.1	1.9
44422	Nursery, garden center, and farm supply stores	29	94 069	10 029	2 229	473	9.5	2.0
444220	Nursery, garden center, and farm supply stores	29	94 069	10 029	2 229	473	9.5	2.0
445	Food and beverage stores	526	2 301 103	284 803	70 995	13 404	8.3	5.0
4451	Grocery stores	386	2 193 438	271 095	67 627	12 530	6.5	4.9
44511	Supermarkets and other grocery (except convenience) stores	226	2 032 181	256 080	64 047	11 545	3.5	3.9
445110	Supermarkets and other grocery (except convenience) stores	226	2 032 181	256 080	64 047	11 545	3.5	3.9
44512	Convenience stores	160	161 257	15 015	3 580	985	43.9	17.7
445120	Convenience stores	160	161 257	15 015	3 580	985	43.9	17.7
4452	Specialty food stores	95	43 926	8 489	2 156	556	20.4	12.3
4453	Beer, wine, and liquor stores	45	63 739	5 219	1 212	318	60.4	2.2
44531	Beer, wine, and liquor stores	45	63 739	5 219	1 212	318	60.4	2.2
445310	Beer, wine, and liquor stores	45	63 739	5 219	1 212	318	60.4	2.2
446	Health and personal care stores	407	918 626	130 561	31 475	5 905	9.6	4.1
4461	Health and personal care stores	407	918 626	130 561	31 475	5 905	9.6	4.1
44611	Pharmacies and drug stores	151	713 512	96 376	22 972	4 172	4.5	3.9
446110	Pharmacies and drug stores	151	713 512	96 376	22 972	4 172	4.5	3.9
4461101	Pharmacies and drug stores	148	D	D	D	h	D	D
4461102	Proprietary stores	3	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	86	78 433	11 202	2 644	802	10.3	2.2
446120	Cosmetics, beauty supplies, and perfume stores	86	78 433	11 202	2 644	802	10.3	2.2
44613	Optical goods stores	67	45 423	9 205	2 343	360	19.8	7.4
446130	Optical goods stores	67	45 423	9 205	2 343	360	19.8	7.4
44619	Other health and personal care stores	103	81 258	13 778	3 516	571	47.6	5.8
446191	Food (health) supplement stores	66	35 003	4 917	1 282	293	48.9	3.7
446199	All other health and personal care stores	37	46 255	8 861	2 234	278	46.7	7.3
447	Gasoline stations	386	1 137 434	67 103	16 081	4 262	16.8	13.2
4471	Gasoline stations	386	1 137 434	67 103	16 081	4 262	16.8	13.2
44711	Gasoline stations with convenience stores	352	999 876	57 800	13 771	3 732	16.8	13.1
447110	Gasoline stations with convenience stores	352	999 876	57 800	13 771	3 732	16.8	13.1
44719	Other gasoline stations	34	137 558	9 303	2 310	530	17.0	13.6
447190	Other gasoline stations	34	137 558	9 303	2 310	530	17.0	13.6
448	Clothing and clothing accessories stores	955	1 520 613	198 641	45 336	9 633	5.6	8.8
4481	Clothing stores	551	1 000 579	129 520	28 643	6 606	4.1	9.2
44811	Men's clothing stores	55	59 831	11 195	2 759	441	6.5	18.6
448110	Men's clothing stores	55	59 831	11 195	2 759	441	6.5	18.6
44812	Women's clothing stores	184	262 103	31 446	7 162	1 759	6.7	6.2
448120	Women's clothing stores	184	262 103	31 446	7 162	1 759	6.7	6.2
44813	Children's and infants' clothing stores	26	34 832	3 232	779	246	1.8	.9
448130	Children's and infants' clothing stores	26	34 832	3 232	779	246	1.8	.9
44814	Family clothing stores	178	529 430	65 367	13 346	3 187	2.2	9.3
448140	Family clothing stores	178	529 430	65 367	13 346	3 187	2.2	9.3
44815	Clothing accessories stores	46	48 996	7 670	1 887	301	3.6	12.4
448150	Clothing accessories stores	46	48 996	7 670	1 887	301	3.6	12.4
44819	Other clothing stores	62	65 387	10 610	2 710	672	8.5	13.7
448190	Other clothing stores	62	65 387	10 610	2 710	672	8.5	13.7
4482	Shoe stores	180	215 182	24 625	5 876	1 504	7.9	5.2
44821	Shoe stores	180	215 182	24 625	5 876	1 504	7.9	5.2
448210	Shoe stores	180	215 182	24 625	5 876	1 504	7.9	5.2
4482101	Men's shoe stores	13	D	D	D	b	D	D
4482102	Women's shoe stores	26	D	D	D	c	D	D
4482103	Children's and juveniles' shoe stores	8	D	D	D	b	D	D
4482104	Family shoe stores	97	99 472	11 768	2 908	771	11.6	7.0
4482105	Athletic footwear stores	36	84 838	8 428	1 902	489	4.2	.3
4483	Jewelry, luggage, and leather goods stores	224	304 852	44 496	10 817	1 523	9.1	10.0
44831	Jewelry stores	192	D	D	D	g	D	D
448310	Jewelry stores	192	D	D	D	g	D	D
44832	Luggage and leather goods stores	32	D	D	D	e	D	D
448320	Luggage and leather goods stores	32	D	D	D	e	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
LAS VEGAS-PARADISE-PAHRUMP, NV COMBINED STATISTICAL AREA—Con.								
Las Vegas-Paradise, NV Metropolitan Statistical Area—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores	251	358 486	42 799	10 180	2 700	11.5	3.8
4511	Sporting goods, hobby, and musical instrument stores	173	244 615	31 521	7 382	1 905	15.0	4.6
45111	Sporting goods stores	82	107 276	15 073	3 490	828	20.4	6.5
451110	Sporting goods stores	82	107 276	15 073	3 490	828	20.4	6.5
4511101	General-line sporting goods stores	27	64 181	7 482	1 762	470	10.1	3.3
4511102	Specialty-line sporting goods stores	55	43 095	7 591	1 728	358	35.8	11.4
45112	Hobby, toy, and game stores	52	83 378	9 658	2 251	710	3.9	4.6
451120	Hobby, toy, and game stores	52	83 378	9 658	2 251	710	3.9	4.6
45113	Sewing, needlework, and piece goods stores	22	24 075	3 307	811	206	12.9	1
451130	Sewing, needlework, and piece goods stores	22	24 075	3 307	811	206	12.9	1
45114	Musical instrument and supplies stores	17	29 886	3 483	830	161	27.8	1.2
451140	Musical instrument and supplies stores	17	29 886	3 483	830	161	27.8	1.2
4512	Book, periodical, and music stores	78	113 871	11 278	2 798	795	4.2	2.2
45121	Book stores and news dealers	44	69 254	7 641	1 843	507	2.5	4
451211	Book stores	40	D	D	D	e	D	D
4512111	Book stores, general	19	38 458	4 724	1 107	288	2.6	—
4512112	Specialty book stores	15	D	D	D	c	D	D
4512113	College book stores	4	D	D	D	b	D	D
451212	News dealers and newsstands	4	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	34	44 617	3 637	955	288	6.7	5.0
451220	Prerecorded tape, compact disc, and record stores	34	44 617	3 637	955	288	6.7	5.0
452	General merchandise stores	111	D	D	D	j	D	D
4521	Department stores	45	1 368 647	156 534	38 335	7 959	—	—
45210009	Department stores (incl. leased depts.) ³	45	1 398 884	156 534	38 335	7 959	—	—
45211	Department stores	45	1 368 647	156 534	38 335	7 959	—	—
452111	Department stores (except discount department stores) ..	21	587 786	75 990	19 003	3 863	—	—
452112	Discount department stores	24	780 861	80 544	19 332	4 096	—	—
4529	Other general merchandise stores	66	D	D	D	i	D	D
45291	Warehouse clubs and supercenters	13	D	D	D	h	D	D
452910	Warehouse clubs and supercenters	13	D	D	D	h	D	D
45299	All other general merchandise stores	53	D	D	D	g	D	D
452990	All other general merchandise stores	53	D	D	D	g	D	D
4529901	Variety stores	23	D	D	D	f	D	D
4529904	Miscellaneous general merchandise stores	30	D	D	D	e	D	D
453	Miscellaneous store retailers	707	D	D	D	i	D	D
4531	Florists	72	20 508	4 863	1 200	312	45.5	5.7
45311	Florists	72	20 508	4 863	1 200	312	45.5	5.7
453110	Florists	72	20 508	4 863	1 200	312	45.5	5.7
4532	Office supplies, stationery, and gift stores	315	D	D	D	h	D	D
45321	Office supplies and stationery stores	47	D	D	D	f	D	D
453210	Office supplies and stationery stores	47	D	D	D	f	D	D
45322	Gift, novelty, and souvenir stores	268	D	D	D	g	D	D
453220	Gift, novelty, and souvenir stores	268	D	D	D	g	D	D
4533	Used merchandise stores	60	45 248	9 666	2 505	568	12.4	2.7
45331	Used merchandise stores	60	45 248	9 666	2 505	568	12.4	2.7
453310	Used merchandise stores	60	45 248	9 666	2 505	568	12.4	2.7
4539	Other miscellaneous store retailers	260	D	D	D	g	D	D
45391	Pet and pet supplies stores	37	61 906	9 458	1 950	583	10.0	6.3
453910	Pet and pet supplies stores	37	61 906	9 458	1 950	583	10.0	6.3
45392	Art dealers	40	42 010	8 804	2 288	216	22.0	3.2
453920	Art dealers	40	42 010	8 804	2 288	216	22.0	3.2
45393	Manufactured (mobile) home dealers	10	15 958	1 868	501	72	30.4	1.5
453930	Manufactured (mobile) home dealers	10	15 958	1 868	501	72	30.4	1.5
45399	All other miscellaneous store retailers	173	D	D	D	f	D	D
454	Nonstore retailers	241	2 876 625	112 597	26 913	4 055	3.7	1.8
4541	Electronic shopping and mail-order houses	95	D	D	D	h	D	D
45411	Electronic shopping and mail-order houses	95	D	D	D	h	D	D
4542	Vending machine operators	25	D	D	D	e	D	D
45421	Vending machine operators	25	D	D	D	e	D	D
454210	Vending machine operators	25	D	D	D	e	D	D
4543	Direct selling establishments	121	D	D	D	f	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	6	D	D	D	b	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	114	D	D	D	f	D	D
454390	Other direct selling establishments	114	D	D	D	f	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
LAS VEGAS-PARADISE-PAHRUMP, NV COMBINED STATISTICAL AREA—Con.								
Pahrump, NV Micropolitan Statistical Area								
44-45	Retail trade	108	206 794	20 598	4 948	952	8.1	11.4
441	Motor vehicle and parts dealers	16	38 971	3 643	879	136	2.9	6.0
442	Furniture and home furnishings stores	3	2 067	360	93	32	25.4	—
443	Electronics and appliance stores	6	1 625	238	56	15	61.5	38.5
444	Building material and garden equipment and supplies dealers ...	15	17 643	2 554	553	106	13.7	2.8
445	Food and beverage stores	10	67 563	6 987	1 737	297	1.6	14.7
446	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	25	39 598	3 203	750	207	15.7	7.1
448	Clothing and clothing accessories stores	3	315	52	15	5	30.2	18.7
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	a	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4539	Other miscellaneous store retailers	11	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	7	15 387	756	187	30	19.2	—
453930	Manufactured (mobile) home dealers	7	15 387	756	187	30	19.2	—
454	Nonstore retailers	9	11 899	1 516	381	70	5.7	54.5
454312	Liquefied petroleum gas (bottled gas) dealers	6	11 627	1 466	369	63	3.5	55.7
SACRAMENTO--ARDEN-ARCADE--TRUCKEE, CA-NV COMBINED STATISTICAL AREA								
44-45	Retail trade	6 489	22 464 174	2 337 215	554 745	96 074	9.8	5.2
441	Motor vehicle and parts dealers	809	6 425 413	581 210	138 676	14 594	9.5	6.3
4411	Automobile dealers	241	D	D	D	i	D	D
44111	New car dealers	146	4 934 831	404 384	98 602	8 524	6.7	5.7
441110	New car dealers	146	4 934 831	404 384	98 602	8 524	6.7	5.7
44112	Used car dealers	95	D	D	D	f	D	D
441120	Used car dealers	95	D	D	D	f	D	D
4412	Other motor vehicle dealers	122	D	D	D	g	D	D
44121	Recreational vehicle dealers	38	D	D	D	f	D	D
441210	Recreational vehicle dealers	38	D	D	D	f	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	84	D	D	D	f	D	D
441221	Motorcycle dealers	39	D	D	D	e	D	D
441222	Boat dealers	34	89 634	7 791	1 617	256	3.8	20.7
441229	All other motor vehicle dealers	11	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	446	D	D	D	h	D	D
44131	Automotive parts and accessories stores	290	D	D	D	h	D	D
441310	Automotive parts and accessories stores	290	D	D	D	h	D	D
44132	Tire dealers	156	D	D	D	g	D	D
441320	Tire dealers	156	D	D	D	g	D	D
442	Furniture and home furnishings stores	417	795 951	109 127	25 753	4 280	12.4	7.1
4421	Furniture stores	171	D	D	D	g	D	D
44211	Furniture stores	171	D	D	D	g	D	D
442110	Furniture stores	171	D	D	D	g	D	D
4422	Home furnishings stores	246	D	D	D	g	D	D
44221	Floor covering stores	94	D	D	D	f	D	D
442210	Floor covering stores	94	D	D	D	f	D	D
44229	Other home furnishings stores	152	D	D	D	g	D	D
442291	Window treatment stores	19	17 333	2 032	527	92	24.5	8.3
442299	All other home furnishings stores	133	D	D	D	g	D	D
443	Electronics and appliance stores	333	725 492	75 181	18 303	3 033	9.7	7.0
4431	Electronics and appliance stores	333	725 492	75 181	18 303	3 033	9.7	7.0
44311	Appliance, television, and other electronics stores	246	461 094	50 821	12 386	2 123	11.6	9.2
443111	Household appliance stores	73	D	D	D	f	D	D
443112	Radio, television, and other electronics stores	173	D	D	D	g	D	D
44312	Computer and software stores	72	251 224	22 789	5 578	830	6.6	3.2
443120	Computer and software stores	72	251 224	22 789	5 578	830	6.6	3.2
44313	Camera and photographic supplies stores	15	13 174	1 571	339	80	—	2.3
443130	Camera and photographic supplies stores	15	13 174	1 571	339	80	—	2.3

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
SACRAMENTO--ARDEN-ARCADE--TRUCKEE, CA-NV COMBINED STATISTICAL AREA—Con.								
Retail trade—Con.								
44-45	Building material and garden equipment and supplies dealers . . .	541	2 205 829	262 079	58 869	9 168	7.3	4.9
444	Building material and supplies dealers	441	2 066 349	240 811	54 604	8 307	6.9	4.6
44411	Home centers	26	D	D	D	h	D	D
444110	Home Centers	26	D	D	D	h	D	D
44412	Paint and wallpaper stores	56	D	D	D	f	D	D
444120	Paint and wallpaper stores	56	D	D	D	f	D	D
44413	Hardware stores	81	144 767	21 812	4 988	1 086	26.2	1.5
444130	Hardware stores	81	144 767	21 812	4 988	1 086	26.2	1.5
44419	Other building material dealers	278	D	D	D	h	D	D
444190	Other building material dealers	278	D	D	D	h	D	D
4442	Lawn and garden equipment and supplies stores	100	139 480	21 268	4 265	861	12.1	8.4
44421	Outdoor power equipment stores	16	19 124	2 709	589	89	—	15.0
444210	Outdoor power equipment stores	16	19 124	2 709	589	89	—	15.0
44422	Nursery, garden center, and farm supply stores	84	120 356	18 559	3 676	772	14.0	7.4
444220	Nursery, garden center, and farm supply stores	84	120 356	18 559	3 676	772	14.0	7.4
445	Food and beverage stores	829	3 921 888	449 450	105 563	18 213	10.5	2.7
4451	Grocery stores	532	D	D	D	j	D	D
44511	Supermarkets and other grocery (except convenience) stores	392	D	D	D	j	D	D
445110	Supermarkets and other grocery (except convenience) stores	392	D	D	D	j	D	D
44512	Convenience stores	140	D	D	D	f	D	D
445120	Convenience stores	140	D	D	D	f	D	D
4452	Specialty food stores	143	D	D	D	f	D	D
4453	Beer, wine, and liquor stores	154	D	D	D	f	D	D
44531	Beer, wine, and liquor stores	154	D	D	D	f	D	D
445310	Beer, wine, and liquor stores	154	D	D	D	f	D	D
446	Health and personal care stores	409	1 068 039	155 651	38 317	6 957	11.4	2.4
4461	Health and personal care stores	409	1 068 039	155 651	38 317	6 957	11.4	2.4
44611	Pharmacies and drug stores	172	D	D	D	i	D	D
446110	Pharmacies and drug stores	172	D	D	D	i	D	D
4461101	Pharmacies and drug stores	161	D	D	D	i	D	D
4461102	Proprietary stores	11	5 296	1 689	408	48	4.3	—
44612	Cosmetics, beauty supplies, and perfume stores	76	D	D	D	f	D	D
446120	Cosmetics, beauty supplies, and perfume stores	76	D	D	D	f	D	D
44613	Optical goods stores	50	D	D	D	e	D	D
446130	Optical goods stores	50	D	D	D	e	D	D
44619	Other health and personal care stores	111	D	D	D	f	D	D
446191	Food (health) supplement stores	60	D	D	D	e	D	D
446199	All other health and personal care stores	51	65 944	15 224	4 060	487	31.8	6.7
447	Gasoline stations	550	1 497 751	74 014	17 670	4 471	23.9	14.3
4471	Gasoline stations	550	1 497 751	74 014	17 670	4 471	23.9	14.3
44711	Gasoline stations with convenience stores	445	1 311 075	60 276	14 256	3 785	24.4	12.5
447110	Gasoline stations with convenience stores	445	1 311 075	60 276	14 256	3 785	24.4	12.5
44719	Other gasoline stations	105	186 676	13 738	3 414	686	20.2	26.7
447190	Other gasoline stations	105	186 676	13 738	3 414	686	20.2	26.7
448	Clothing and clothing accessories stores	838	1 168 966	154 229	37 662	9 350	8.6	5.3
4481	Clothing stores	509	D	D	D	i	D	D
44811	Men's clothing stores	45	38 358	6 536	1 563	316	14.7	2.9
448110	Men's clothing stores	45	38 358	6 536	1 563	316	14.7	2.9
44812	Women's clothing stores	173	D	D	D	g	D	D
448120	Women's clothing stores	173	D	D	D	g	D	D
44813	Children's and infants' clothing stores	32	D	D	D	e	D	D
448130	Children's and infants' clothing stores	32	D	D	D	e	D	D
44814	Family clothing stores	164	602 878	75 042	18 339	4 172	2.3	2.8
448140	Family clothing stores	164	602 878	75 042	18 339	4 172	2.3	2.8
44815	Clothing accessories stores	32	D	D	D	c	D	D
448150	Clothing accessories stores	32	D	D	D	c	D	D
44819	Other clothing stores	63	D	D	D	f	D	D
448190	Other clothing stores	63	D	D	D	f	D	D
4482	Shoe stores	158	D	D	D	g	D	D
44821	Shoe stores	158	D	D	D	g	D	D
448210	Shoe stores	158	D	D	D	g	D	D
4482101	Men's shoe stores	8	D	D	D	b	D	D
4482102	Women's shoe stores	20	D	D	D	c	D	D
4482103	Children's and juveniles' shoe stores	7	D	D	D	b	D	D
4482104	Family shoe stores	91	65 927	8 151	1 987	539	4.0	6.0
4482105	Athletic footwear stores	32	D	D	D	e	D	D
4483	Jewelry, luggage, and leather goods stores	171	D	D	D	f	D	D
44831	Jewelry stores	159	139 103	23 351	5 908	884	24.8	13.2
448310	Jewelry stores	159	139 103	23 351	5 908	884	24.8	13.2
44832	Luggage and leather goods stores	12	D	D	D	b	D	D
448320	Luggage and leather goods stores	12	D	D	D	b	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
SACRAMENTO--ARDEN-ARCADE--TRUCKEE, CA-NV COMBINED STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores	461	600 282	69 774	17 673	4 978	12.7	6.5
4511	Sporting goods, hobby, and musical instrument stores	341	D	D	D	h	D	D
45111	Sporting goods stores	190	229 786	26 603	6 824	1 869	17.6	14.1
4511101	Sporting goods stores	190	229 786	26 603	6 824	1 869	17.6	14.1
4511102	General-line sporting goods stores	51	D	D	D	f	D	D
4511102	Specialty-line sporting goods stores	139	D	D	D	g	D	D
45112	Hobby, toy, and game stores	83	120 637	13 694	3 276	1 019	10.4	2.6
451120	Hobby, toy, and game stores	83	120 637	13 694	3 276	1 019	10.4	2.6
45113	Sewing, needlework, and piece goods stores	44	D	D	D	e	D	D
451130	Sewing, needlework, and piece goods stores	44	D	D	D	e	D	D
45114	Musical instrument and supplies stores	24	D	D	D	c	D	D
451140	Musical instrument and supplies stores	24	D	D	D	c	D	D
4512	Book, periodical, and music stores	120	D	D	D	g	D	D
45121	Book stores and news dealers	77	D	D	D	f	D	D
451211	Book stores	70	D	D	D	f	D	D
4512111	Book stores, general	49	D	D	D	f	D	D
4512112	Specialty book stores	17	D	D	D	c	D	D
4512113	College book stores	4	D	D	D	c	D	D
451212	News dealers and newsstands	7	4 004	603	156	41	16.8	11.5
45122	Prerecorded tape, compact disc, and record stores	43	D	D	D	e	D	D
451220	Prerecorded tape, compact disc, and record stores	43	D	D	D	e	D	D
452	General merchandise stores	130	2 913 604	247 276	57 623	12 876	.3	.2
4521	Department stores	56	D	D	D	i	D	D
45210009	Department stores (incl. leased depts.) ³	56	D	D	D	i	D	D
45211	Department stores	56	D	D	D	i	D	D
452111	Department stores (except discount department stores) ..	23	D	D	D	h	D	D
452112	Discount department stores	33	D	D	D	i	D	D
4529	Other general merchandise stores	74	D	D	D	h	D	D
45291	Warehouse clubs and supercenters	10	D	D	D	g	D	D
452910	Warehouse clubs and supercenters	10	D	D	D	g	D	D
45299	All other general merchandise stores	64	D	D	D	f	D	D
452990	All other general merchandise stores	64	D	D	D	f	D	D
4529901	Variety stores	32	D	D	D	e	D	D
4529904	Miscellaneous general merchandise stores	32	D	D	D	e	D	D
453	Miscellaneous store retailers	838	664 208	89 550	21 734	5 592	17.3	5.3
4531	Florists	108	D	D	D	f	D	D
45311	Florists	108	D	D	D	f	D	D
453110	Florists	108	D	D	D	f	D	D
4532	Office supplies, stationery, and gift stores	304	D	D	D	g	D	D
45321	Office supplies and stationery stores	60	D	D	D	f	D	D
453210	Office supplies and stationery stores	60	D	D	D	f	D	D
45322	Gift, novelty, and souvenir stores	244	D	D	D	g	D	D
453220	Gift, novelty, and souvenir stores	244	D	D	D	g	D	D
4533	Used merchandise stores	107	D	D	D	f	D	D
45331	Used merchandise stores	107	D	D	D	f	D	D
453310	Used merchandise stores	107	D	D	D	f	D	D
4539	Other miscellaneous store retailers	319	D	D	D	g	D	D
45391	Pet and pet supplies stores	75	D	D	D	f	D	D
453910	Pet and pet supplies stores	75	D	D	D	f	D	D
45392	Art dealers	41	D	D	D	c	D	D
453920	Art dealers	41	D	D	D	c	D	D
45393	Manufactured (mobile) home dealers	21	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	21	D	D	D	b	D	D
45399	All other miscellaneous store retailers	182	D	D	D	f	D	D
454	Nonstore retailers	334	476 751	69 674	16 902	2 562	13.1	11.7
4541	Electronic shopping and mail-order houses	124	D	D	D	f	D	D
45411	Electronic shopping and mail-order houses	124	D	D	D	f	D	D
4542	Vending machine operators	25	23 964	4 485	1 083	189	34.4	.4
45421	Vending machine operators	25	23 964	4 485	1 083	189	34.4	.4
454210	Vending machine operators	25	23 964	4 485	1 083	189	34.4	.4
4543	Direct selling establishments	185	D	D	D	g	D	D
45431	Fuel dealers	55	D	D	D	f	D	D
454311	Heating oil dealers	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	46	106 377	12 652	3 374	461	3.8	11.8
454319	Other fuel dealers	6	D	D	D	b	D	D
45439	Other direct selling establishments	130	D	D	D	f	D	D
454390	Other direct selling establishments	130	D	D	D	f	D	D

See footnotes at end of table.

Table 2. **Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

Table with 9 columns: 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, and Estimated. The table lists data for Sacramento--Arden-Arcade--Truckee, CA-NV Combined Statistical Area (Gardnerville Ranchos, NV Micropolitan Statistical Area) and Sacramento--Arden-Arcade--Roseville, CA Metropolitan Statistical Area.

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
SACRAMENTO--ARDEN-ARCADE--TRUCKEE, CA-NV COMBINED STATISTICAL AREA—Con.								
Truckee-Grass Valley, CA Micropolitan Statistical Area								
44-45	Retail trade	440	884 272	105 905	25 071	4 596	18.9	7.0
441	Motor vehicle and parts dealers	37	144 538	14 135	3 379	441	25.8	8.5
4412	Other motor vehicle dealers	7	39 742	1 350	267	47	43.1	—
44121	Recreational vehicle dealers	3	D	D	D	b	D	D
441210	Recreational vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	36	39 685	6 390	1 504	216	25.4	3.3
4421	Furniture stores	9	16 903	2 997	796	89	13.5	2.4
44211	Furniture stores	9	16 903	2 997	796	89	13.5	2.4
442110	Furniture stores	9	16 903	2 997	796	89	13.5	2.4
4422	Home furnishings stores	27	22 782	3 393	708	127	34.2	4.0
44229	Other home furnishings stores	13	9 388	1 332	303	66	32.8	—
443	Electronics and appliance stores	17	17 832	2 481	598	106	34.5	2.3
4431	Electronics and appliance stores	17	17 832	2 481	598	106	34.5	2.3
44311	Appliance, television, and other electronics stores	14	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	48	156 555	22 190	4 938	699	21.8	14.3
4441	Building material and supplies dealers	33	142 594	20 299	4 576	609	20.4	15.3
44412	Paint and wallpaper stores	3	D	D	D	c	D	D
444120	Paint and wallpaper stores	3	D	D	D	c	D	D
44419	Other building material dealers	26	107 956	14 893	3 299	411	23.5	20.2
444190	Other building material dealers	26	107 956	14 893	3 299	411	23.5	20.2
4442	Lawn and garden equipment and supplies stores	15	13 961	1 891	362	90	36.3	3.7
445	Food and beverage stores	53	218 277	25 945	6 008	1 152	11.0	.6
4451	Grocery stores	41	212 313	24 569	5 719	1 053	10.3	.6
4452	Specialty food stores	7	3 262	1 062	221	71	30.4	2.0
446	Health and personal care stores	27	73 852	8 391	2 074	417	20.1	2.6
4461	Health and personal care stores	27	73 852	8 391	2 074	417	20.1	2.6
446191	Food (health) supplement stores	8	5 150	904	176	49	51.5	.3
447	Gasoline stations	29	61 200	4 139	1 026	247	25.0	15.6
448	Clothing and clothing accessories stores	62	42 969	5 098	1 273	323	28.0	3.1
4481	Clothing stores	42	32 928	3 711	953	228	25.9	1.5
451	Sporting goods, hobby, book, and music stores	36	30 008	4 125	1 009	305	11.5	23.1
4511	Sporting goods, hobby, and musical instrument stores	28	24 426	3 354	806	246	6.8	28.4
452	General merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	62	D	D	D	e	D	D
4532	Office supplies, stationery, and gift stores	28	15 823	2 087	494	143	25.2	8.5
45321	Office supplies and stationery stores	4	7 935	944	234	34	—	—
453210	Office supplies and stationery stores	4	7 935	944	234	34	—	—
4539	Other miscellaneous store retailers	18	D	D	D	b	D	D
45392	Art dealers	6	1 606	311	79	17	20.6	—
453920	Art dealers	6	1 606	311	79	17	20.6	—
45399	All other miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	29	41 945	6 662	1 842	289	3.5	3.8
4543	Direct selling establishments	15	27 180	3 757	1 090	162	2.3	5.8
45431	Fuel dealers	9	25 577	3 497	1 015	132	—	5.8
454312	Liquefied petroleum gas (bottled gas) dealers	8	D	D	D	c	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CARSON CITY, NV METROPOLITAN STATISTICAL AREA								
44-45	Retail trade	273	861 198	89 440	21 061	3 387	8.2	8.1
441	Motor vehicle and parts dealers	43	376 434	30 555	7 055	779	4.3	14.5
4411	Automobile dealers	17	305 411	22 750	5 264	510	2.4	17.0
4412	Other motor vehicle dealers	9	50 443	4 127	876	137	10.4	2.4
44121	Recreational vehicle dealers	4	32 651	2 783	588	85	16.1	—
441210	Recreational vehicle dealers	4	32 651	2 783	588	85	16.1	—
44122	Motorcycle, boat, and other motor vehicle dealers	5	17 792	1 344	288	52	—	6.8
441221	Motorcycle dealers	4	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	16	26 641	4 955	1 112	177	27.7	1.3
4421	Furniture stores	6	17 304	2 912	655	104	22.6	—
44211	Furniture stores	6	17 304	2 912	655	104	22.6	—
442110	Furniture stores	6	17 304	2 912	655	104	22.6	—
443	Electronics and appliance stores	14	12 906	2 426	666	88	16.7	2.9
4431	Electronics and appliance stores	14	12 906	2 426	666	88	16.7	2.9
444	Building material and garden equipment and supplies dealers	25	81 486	10 752	2 308	384	1.1	4.0
4441	Building material and supplies dealers	21	76 690	9 668	2 087	336	1.2	4.3
44419	Other building material dealers	15	37 110	5 423	1 127	164	2.0	8.9
444190	Other building material dealers	15	37 110	5 423	1 127	164	2.0	8.9
445	Food and beverage stores	17	109 672	13 794	3 448	622	1.0	4.7
446	Health and personal care stores	14	13 715	1 948	452	63	10.6	.3
447	Gasoline stations	21	44 589	2 373	614	120	32.4	5.4
448	Clothing and clothing accessories stores	25	11 418	1 561	352	92	37.6	16.2
451	Sporting goods, hobby, book, and music stores	25	15 056	1 961	471	113	20.5	2.0
4511	Sporting goods, hobby, and musical instrument stores	19	D	D	D	b	D	D
452	General merchandise stores	6	D	D	D	f	D	D
453	Miscellaneous store retailers	39	37 612	4 084	1 033	227	32.6	2.6
4532	Office supplies, stationery, and gift stores	6	12 687	1 368	355	73	10.9	—
45321	Office supplies and stationery stores	4	D	D	D	b	D	D
453210	Office supplies and stationery stores	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers	20	21 417	2 098	513	107	48.9	—
45393	Manufactured (mobile) home dealers	5	10 937	817	202	35	49.0	—
453930	Manufactured (mobile) home dealers	5	10 937	817	202	35	49.0	—
45399	All other miscellaneous store retailers	10	7 921	891	224	42	48.4	—
454	Nonstore retailers	28	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	11	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	11	D	D	D	b	D	D
ELKO, NV MICROPOLITAN STATISTICAL AREA								
44-45	Retail trade	171	427 283	41 135	10 072	2 010	15.1	3.3
441	Motor vehicle and parts dealers	21	79 478	7 622	1 807	250	29.7	—
442	Furniture and home furnishings stores	10	6 025	910	197	38	23.9	1.5
443	Electronics and appliance stores	8	2 112	294	73	24	52.0	4.5
444	Building material and garden equipment and supplies dealers	17	28 857	3 205	797	125	40.1	2.4
445	Food and beverage stores	21	89 724	9 605	2 305	533	12.9	1.0
446	Health and personal care stores	6	6 885	1 065	245	39	19.1	—
447	Gasoline stations	20	84 091	4 207	1 044	279	10.6	10.7
448	Clothing and clothing accessories stores	23	16 040	2 375	623	179	15.2	1.0
451	Sporting goods, hobby, book, and music stores	8	4 087	578	127	40	9.4	—
452	General merchandise stores	4	D	D	D	e	D	D
453	Miscellaneous store retailers	18	D	D	D	c	D	D
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	8	D	D	D	b	D	D
45399	All other miscellaneous store retailers	3	D	D	D	b	D	D
454	Nonstore retailers	15	32 515	4 185	1 068	128	—	—
4543	Direct selling establishments	13	D	D	D	c	D	D
45431	Fuel dealers	10	D	D	D	c	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	8	D	D	D	b	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	RENO-SPARKS, NV METROPOLITAN STATISTICAL AREA—Con.							
44-45	Retail trade—Con.							
453	Miscellaneous store retailers—Con.							
4539	Other miscellaneous store retailers	86	88 579	7 951	1 817	408	17.6	29.5
45391	Pet and pet supplies stores	13	17 937	2 381	502	148	7.6	1.1
453910	Pet and pet supplies stores	13	17 937	2 381	502	148	7.6	1.1
45392	Art dealers	17	D	D	D	b	D	D
453920	Art dealers	17	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	8	14 793	844	212	30	52.3	3.8
453930	Manufactured (mobile) home dealers	8	14 793	844	212	30	52.3	3.8
45399	All other miscellaneous store retailers	48	D	D	D	c	D	D
454	Nonstore retailers	110	421 757	30 603	7 876	931	3.9	23.2
4541	Electronic shopping and mail-order houses	39	D	D	D	e	D	D
45411	Electronic shopping and mail-order houses	39	D	D	D	e	D	D
4543	Direct selling establishments	61	D	D	D	e	D	D
45431	Fuel dealers	14	D	D	D	c	D	D
454311	Heating oil dealers	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	8	D	D	D	b	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	47	D	D	D	e	D	D
454390	Other direct selling establishments	47	D	D	D	e	D	D

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

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

³Data for this line not included in broader kind-of-business totals.

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

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
NYE								
44-45	Retail trade	108	206 794	20 598	4 948	952	8.1	11.4
441	Motor vehicle and parts dealers	16	38 971	3 643	879	136	2.9	6.0
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	2 067	360	93	32	25.4	—
443	Electronics and appliance stores	6	1 625	238	56	15	61.5	38.5
444	Building material and garden equipment and supplies dealers ...	15	17 643	2 554	553	106	13.7	2.8
4441	Building material and supplies dealers	11	16 831	2 416	525	100	9.6	2.8
445	Food and beverage stores	10	67 563	6 987	1 737	297	1.6	14.7
4451	Grocery stores	9	D	D	D	e	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	25	39 598	3 203	750	207	15.7	7.1
44711	Gasoline stations with convenience stores	21	37 005	2 983	703	196	14.7	7.3
447110	Gasoline stations with convenience stores	21	37 005	2 983	703	196	14.7	7.3
448	Clothing and clothing accessories stores	3	315	52	15	5	30.2	18.7
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	a	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4539	Other miscellaneous store retailers	11	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	7	15 387	756	187	30	19.2	—
453930	Manufactured (mobile) home dealers	7	15 387	756	187	30	19.2	—
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	9	11 899	1 516	381	70	5.7	54.5
4543	Direct selling establishments	8	D	D	D	b	D	D
45431	Fuel dealers	6	11 627	1 466	369	63	3.5	55.7
454312	Liquefied petroleum gas (bottled gas) dealers	6	11 627	1 466	369	63	3.5	55.7
PERSHING								
44-45	Retail trade	18	29 509	2 993	715	170	7.7	9.1
441	Motor vehicle and parts dealers	3	1 311	202	45	13	32.3	25.8
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	1	D	D	D	b	D	D
447	Gasoline stations	8	21 247	1 949	450	118	5.5	10.4
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
STOREY								
44-45	Retail trade	24	5 818	1 176	239	68	21.5	19.1
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing and clothing accessories stores	3	1 234	182	46	10	—	61.3
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	19	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	17	3 251	840	154	46	10.5	2.2

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	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
WASHOE—Con.								
44-45 Retail trade—Con.								
453	Miscellaneous store retailers—Con.							
4539	Other miscellaneous store retailers	84	D	D	D	e	D	D
45391	Pet and pet supplies stores	13	17 937	2 381	502	148	7.6	1.1
453910	Pet and pet supplies stores	13	17 937	2 381	502	148	7.6	1.1
45392	Art dealers	16	D	D	D	b	D	D
453920	Art dealers	16	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	8	14 793	844	212	30	52.3	3.8
453930	Manufactured (mobile) home dealers	8	14 793	844	212	30	52.3	3.8
45399	All other miscellaneous store retailers	47	D	D	D	c	D	D
454	Nonstore retailers	110	421 757	30 603	7 876	931	3.9	23.2
4541	Electronic shopping and mail-order houses	39	D	D	D	e	D	D
45411	Electronic shopping and mail-order houses	39	D	D	D	e	D	D
4542	Vending machine operators	10	D	D	D	b	D	D
45421	Vending machine operators	10	D	D	D	b	D	D
454210	Vending machine operators	10	D	D	D	b	D	D
4543	Direct selling establishments	61	D	D	D	e	D	D
45431	Fuel dealers	14	D	D	D	c	D	D
454311	Heating oil dealers	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	8	D	D	D	b	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	47	D	D	D	e	D	D
454390	Other direct selling establishments	47	D	D	D	e	D	D
WHITE PINE								
44-45	Retail trade	42	61 888	6 658	1 648	378	19.4	18.7
441	Motor vehicle and parts dealers	4	8 967	845	199	33	51.8	—
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	1	D	D	D	b	D	D
4441	Building material and supplies dealers	1	D	D	D	b	D	D
445	Food and beverage stores	5	16 086	1 545	369	97	19.2	.8
446	Health and personal care stores	3	4 022	521	121	26	—	—
447	Gasoline stations	12	16 816	1 332	295	93	13.1	58.7
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	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
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
CARSON CITY								
44-45	Retail trade	273	861 198	89 440	21 061	3 387	8.2	8.1
441	Motor vehicle and parts dealers	43	376 434	30 555	7 055	779	4.3	14.5
4411	Automobile dealers	17	305 411	22 750	5 264	510	2.4	17.0
44111	New car dealers	9	D	D	D	e	D	D
441110	New car dealers	9	D	D	D	e	D	D
4412	Other motor vehicle dealers	9	50 443	4 127	876	137	10.4	2.4
44121	Recreational vehicle dealers	4	32 651	2 783	588	85	16.1	—
441210	Recreational vehicle dealers	4	32 651	2 783	588	85	16.1	—
44122	Motorcycle, boat, and other motor vehicle dealers	5	17 792	1 344	288	52	—	6.8
441221	Motorcycle dealers	4	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	17	20 580	3 678	915	132	17.7	6.9
44131	Automotive parts and accessories stores	9	8 270	1 141	259	53	—	9.7
441310	Automotive parts and accessories stores	9	8 270	1 141	259	53	—	9.7
44132	Tire dealers	8	12 310	2 537	656	79	29.6	5.0
441320	Tire dealers	8	12 310	2 537	656	79	29.6	5.0
442	Furniture and home furnishings stores	16	26 641	4 955	1 112	177	27.7	1.3
4421	Furniture stores	6	17 304	2 912	655	104	22.6	—
44211	Furniture stores	6	17 304	2 912	655	104	22.6	—
442110	Furniture stores	6	17 304	2 912	655	104	22.6	—
4422	Home furnishings stores	10	9 337	2 043	457	73	36.9	3.6
44221	Floor covering stores	8	D	D	D	b	D	D
442210	Floor covering stores	8	D	D	D	b	D	D
44229	Other home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	14	12 906	2 426	666	88	16.7	2.9
4431	Electronics and appliance stores	14	12 906	2 426	666	88	16.7	2.9
44311	Appliance, television, and other electronics stores	13	D	D	D	b	D	D
443111	Household appliance stores	5	7 527	950	248	34	5.8	—
443112	Radio, television, and other electronics stores	8	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	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	
	CARSON CITY—Con.								
44-45	Retail trade—Con.								
444	Building material and garden equipment and supplies dealers . . .	25	81 486	10 752	2 308	384	1.1	4.0	
4441	Building material and supplies dealers	21	76 690	9 668	2 087	336	1.2	4.3	
44411	Home centers	1	D	D	D	c	D	D	
444110	Home Centers	1	D	D	D	c	D	D	
44412	Paint and wallpaper stores	2	D	D	D	a	D	D	
444120	Paint and wallpaper stores	2	D	D	D	a	D	D	
44419	Other building material dealers	15	37 110	5 423	1 127	164	2.0	8.9	
444190	Other building material dealers	15	37 110	5 423	1 127	164	2.0	8.9	
4442	Lawn and garden equipment and supplies stores	4	4 796	1 084	221	48	—	—	
445	Food and beverage stores	17	109 672	13 794	3 448	622	1.0	4.7	
4451	Grocery stores	17	109 672	13 794	3 448	622	1.0	4.7	
44511	Supermarkets and other grocery (except convenience) stores	14	D	D	D	f	D	D	
445110	Supermarkets and other grocery (except convenience) stores	14	D	D	D	f	D	D	
446	Health and personal care stores	14	13 715	1 948	452	63	10.6	.3	
4461	Health and personal care stores	14	13 715	1 948	452	63	10.6	.3	
4461102	Proprietary stores	1	D	D	D	a	D	D	
44619	Other health and personal care stores	5	D	D	D	a	D	D	
446191	Food (health) supplement stores	4	D	D	D	a	D	D	
447	Gasoline stations	21	44 589	2 373	614	120	32.4	5.4	
44711	Gasoline stations with convenience stores	19	D	D	D	c	D	D	
447110	Gasoline stations with convenience stores	19	D	D	D	c	D	D	
448	Clothing and clothing accessories stores	25	11 418	1 561	352	92	37.6	16.2	
4481	Clothing stores	10	5 517	695	148	38	55.7	11.9	
4483	Jewelry, luggage, and leather goods stores	9	3 271	545	116	28	37.5	26.9	
451	Sporting goods, hobby, book, and music stores	25	15 056	1 961	471	113	20.5	2.0	
4511	Sporting goods, hobby, and musical instrument stores	19	D	D	D	b	D	D	
45111	Sporting goods stores	13	D	D	D	b	D	D	
451110	Sporting goods stores	13	D	D	D	b	D	D	
4511101	General-line sporting goods stores	3	D	D	D	b	D	D	
45113	Sewing, needlework, and piece goods stores	2	D	D	D	a	D	D	
451130	Sewing, needlework, and piece goods stores	2	D	D	D	a	D	D	
4512	Book, periodical, and music stores	6	D	D	D	b	D	D	
45121	Book stores and news dealers	5	D	D	D	a	D	D	
4512112	Specialty book stores	3	D	D	D	a	D	D	
4512113	College book stores	1	D	D	D	a	D	D	
451212	News dealers and newsstands	1	D	D	D	a	D	D	
452	General merchandise stores	6	D	D	D	f	D	D	
452111	Department stores (except discount department stores) . .	3	D	D	D	e	D	D	
453	Miscellaneous store retailers	39	37 612	4 084	1 033	227	32.6	2.6	
4532	Office supplies, stationery, and gift stores	6	12 687	1 368	355	73	10.9	—	
45321	Office supplies and stationery stores	4	D	D	D	b	D	D	
453210	Office supplies and stationery stores	4	D	D	D	b	D	D	
4533	Used merchandise stores	9	1 976	295	79	28	10.2	49.9	
45331	Used merchandise stores	9	1 976	295	79	28	10.2	49.9	
453310	Used merchandise stores	9	1 976	295	79	28	10.2	49.9	
4539	Other miscellaneous store retailers	20	21 417	2 098	513	107	48.9	—	
45391	Pet and pet supplies stores	5	2 559	390	87	30	49.7	—	
453910	Pet and pet supplies stores	5	2 559	390	87	30	49.7	—	
45393	Manufactured (mobile) home dealers	5	10 937	817	202	35	49.0	—	
453930	Manufactured (mobile) home dealers	5	10 937	817	202	35	49.0	—	
45399	All other miscellaneous store retailers	10	7 921	891	224	42	48.4	—	
454	Nonstore retailers	28	D	D	D	c	D	D	
4541	Electronic shopping and mail-order houses	11	D	D	D	b	D	D	
45411	Electronic shopping and mail-order houses	11	D	D	D	b	D	D	
4543	Direct selling establishments	15	D	D	D	b	D	D	
45439	Other direct selling establishments	12	D	D	D	b	D	D	
454390	Other direct selling establishments	12	D	D	D	b	D	D	

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

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

³Data for this line not included in broader kind-of-business totals.

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

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	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 admin- istrative records ¹	Estimated ²
	CARSON CITY (IC)—Con.							
	Retail trade—Con.							
44-45	Retail trade—Con.							
445	Food and beverage stores	17	109 672	13 794	3 448	622	1.0	4.7
4451	Grocery stores	17	109 672	13 794	3 448	622	1.0	4.7
44511	Supermarkets and other grocery (except convenience) stores	14	D	D	D	f	D	D
445110	Supermarkets and other grocery (except convenience) stores	14	D	D	D	f	D	D
446	Health and personal care stores	14	13 715	1 948	452	63	10.6	.3
4461	Health and personal care stores	14	13 715	1 948	452	63	10.6	.3
4461102	Proprietary stores	1	D	D	D	a	D	D
44619	Other health and personal care stores	5	D	D	D	a	D	D
446191	Food (health) supplement stores	4	D	D	D	a	D	D
447	Gasoline stations	21	44 589	2 373	614	120	32.4	5.4
4471	Gasoline stations	21	44 589	2 373	614	120	32.4	5.4
44711	Gasoline stations with convenience stores	19	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	19	D	D	D	c	D	D
448	Clothing and clothing accessories stores	25	11 418	1 561	352	92	37.6	16.2
4481	Clothing stores	10	5 517	695	148	38	55.7	11.9
4483	Jewelry, luggage, and leather goods stores	9	3 271	545	116	28	37.5	26.9
451	Sporting goods, hobby, book, and music stores	25	15 056	1 961	471	113	20.5	2.0
4511	Sporting goods, hobby, and musical instrument stores	19	D	D	D	b	D	D
45111	Sporting goods stores	13	D	D	D	b	D	D
451110	Sporting goods stores	13	D	D	D	b	D	D
4511101	General-line sporting goods stores	3	D	D	D	b	D	D
451113	Sewing, needlework, and piece goods stores	2	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	a	D	D
4512	Book, periodical, and music stores	6	D	D	D	b	D	D
45121	Book stores and news dealers	5	D	D	D	a	D	D
451212	Specialty book stores	3	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	6	D	D	D	f	D	D
452111	Department stores (except discount department stores) ..	3	D	D	D	e	D	D
4529	Other general merchandise stores	2	D	D	D	c	D	D
45299	All other general merchandise stores	1	D	D	D	a	D	D
452990	All other general merchandise stores	1	D	D	D	a	D	D
4529901	Variety stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	39	37 612	4 084	1 033	227	32.6	2.6
4532	Office supplies, stationery, and gift stores	6	12 687	1 368	355	73	10.9	—
45321	Office supplies and stationery stores	4	D	D	D	b	D	D
453210	Office supplies and stationery stores	4	D	D	D	b	D	D
4533	Used merchandise stores	9	1 976	295	79	28	10.2	49.9
45331	Used merchandise stores	9	1 976	295	79	28	10.2	49.9
453310	Used merchandise stores	9	1 976	295	79	28	10.2	49.9
4539	Other miscellaneous store retailers	20	21 417	2 098	513	107	48.9	—
45391	Pet and pet supplies stores	5	2 559	390	87	30	49.7	—
453910	Pet and pet supplies stores	5	2 559	390	87	30	49.7	—
45393	Manufactured (mobile) home dealers	5	10 937	817	202	35	49.0	—
453930	Manufactured (mobile) home dealers	5	10 937	817	202	35	49.0	—
45399	All other miscellaneous store retailers	10	7 921	891	224	42	48.4	—
454	Nonstore retailers	28	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	11	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	11	D	D	D	b	D	D
4543	Direct selling establishments	15	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	a	D	D
45439	Other direct selling establishments	12	D	D	D	b	D	D
454390	Other direct selling establishments	12	D	D	D	b	D	D

See footnotes at end of table.

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[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	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
ELKO								
44-45	Retail trade	117	298 944	31 105	7 687	1 416	13.1	.6
441	Motor vehicle and parts dealers	16	77 185	7 296	1 729	231	29.4	—
4411	Automobile dealers	6	D	D	D	c	D	D
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and 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, and tire stores	8	D	D	D	b	D	D
44131	Automotive parts and accessories stores	5	D	D	D	b	D	D
441310	Automotive parts and accessories stores	5	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 and home furnishings stores	9	D	D	D	b	D	D
4421	Furniture stores	3	D	D	D	b	D	D
44211	Furniture stores	3	D	D	D	b	D	D
442110	Furniture stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	6	1 952	262	65	22	56.3	—
4431	Electronics and appliance stores	6	1 952	262	65	22	56.3	—
444	Building material and garden equipment and supplies dealers	14	D	D	D	b	D	D
4441	Building material and supplies dealers	12	16 131	2 118	542	68	8.9	4.1
44419	Other building material dealers	7	D	D	D	b	D	D
444190	Other building material dealers	7	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	2	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
445	Food and beverage stores	10	54 079	6 136	1 492	309	6.7	1.7
4451	Grocery stores	8	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	7	52 611	5 989	1 452	296	6.9	.1
445110	Supermarkets and other grocery (except convenience) stores	7	52 611	5 989	1 452	296	6.9	.1
446	Health and personal care stores	5	D	D	D	b	D	D
4461	Health and personal care stores	5	D	D	D	b	D	D
446191	Food (health) supplement stores	2	D	D	D	a	D	D
447	Gasoline stations	6	16 203	818	210	74	16.1	—
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 and clothing accessories stores	20	D	D	D	c	D	D
4481	Clothing stores	11	D	D	D	c	D	D
44819	Other clothing stores	4	705	94	29	8	44.0	—
448190	Other clothing stores	4	705	94	29	8	44.0	—
451	Sporting goods, hobby, book, and music stores	6	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	4	3 008	447	98	24	12.7	—
452	General merchandise stores	3	D	D	D	e	D	D
452112	Discount department stores	2	D	D	D	e	D	D
453	Miscellaneous store retailers	14	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	6	D	D	D	b	D	D
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	8	26 492	2 939	750	94	—	—
4543	Direct selling establishments	7	D	D	D	b	D	D
45431	Fuel dealers	5	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	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
ELY								
44-45	Retail trade	31	55 919	5 806	1 411	335	17.5	20.7
441	Motor vehicle and parts dealers	4	8 967	845	199	33	51.8	—
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	b	D	D
445	Food and beverage stores	4	D	D	D	b	D	D
446	Health and personal care stores	3	4 022	521	121	26	—	—
447	Gasoline stations	9	16 202	1 299	288	86	9.8	61.0
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 and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and 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
FALLON								
44-45	Retail trade	51	161 187	16 721	3 946	797	7.0	.8
441	Motor vehicle and parts dealers	7	30 700	3 489	683	82	—	—
442	Furniture and home furnishings stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	6	3 440	441	116	34	—	—
4431	Electronics and appliance stores	6	3 440	441	116	34	—	—
44311	Appliance, television, and other electronics stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	c	D	D
4441	Building material and supplies dealers	2	D	D	D	b	D	D
44419	Other building material dealers	1	D	D	D	b	D	D
444190	Other building material dealers	1	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
445	Food and beverage stores	9	D	D	D	c	D	D
4451	Grocery stores	8	D	D	D	c	D	D
446	Health and personal care stores	4	7 748	766	186	35	—	—
4461	Health and personal care stores	4	7 748	766	186	35	—	—
447	Gasoline stations	5	13 092	605	150	37	22.8	—
448	Clothing and clothing accessories stores	4	1 530	198	41	12	28.2	31.0
451	Sporting goods, hobby, book, and music stores	1	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
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
FERNLEY								
44-45	Retail trade	18	51 373	4 979	1 164	282	9.5	4.0
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	1 710	288	59	25	14.9	4.0
445	Food and beverage stores	2	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	22 655	1 662	402	130	—	—
4471	Gasoline stations	5	22 655	1 662	402	130	—	—
453	Miscellaneous store retailers	4	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	LAS VEGAS—Con.							
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	243	D	D	D	g	D	D
4531	Florists	30	10 587	2 795	678	164	35.4	3.2
45311	Florists	30	10 587	2 795	678	164	35.4	3.2
453110	Florists	30	10 587	2 795	678	164	35.4	3.2
4532	Office supplies, stationery, and gift stores.....	119	145 626	19 703	4 537	1 120	14.3	9.7
45321	Office supplies and stationery stores	24	63 010	7 082	1 744	305	2.9	3.0
453210	Office supplies and stationery stores	24	63 010	7 082	1 744	305	2.9	3.0
45322	Gift, novelty, and souvenir stores	95	82 616	12 621	2 793	815	22.9	14.8
453220	Gift, novelty, and souvenir stores	95	82 616	12 621	2 793	815	22.9	14.8
4533	Used merchandise stores	22	21 492	4 177	1 086	240	4.6	5.5
45331	Used merchandise stores	22	21 492	4 177	1 086	240	4.6	5.5
453310	Used merchandise stores	22	21 492	4 177	1 086	240	4.6	5.5
4539	Other miscellaneous store retailers	72	D	D	D	e	D	D
45391	Pet and pet supplies stores	12	26 809	4 117	821	255	4	5.2
453910	Pet and pet supplies stores	12	26 809	4 117	821	255	4	5.2
45392	Art dealers	9	3 463	546	132	25	36.1	8.9
453920	Art dealers	9	3 463	546	132	25	36.1	8.9
45399	All other miscellaneous store retailers	49	D	D	D	c	D	D
454	Nonstore retailers	84	D	D	D	f	D	D
4541	Electronic shopping and mail-order houses	31	58 934	9 413	2 542	486	77.4	1.6
45411	Electronic shopping and mail-order houses	31	58 934	9 413	2 542	486	77.4	1.6
4542	Vending machine operators	11	D	D	D	b	D	D
45421	Vending machine operators	11	D	D	D	b	D	D
454210	Vending machine operators	11	D	D	D	b	D	D
4543	Direct selling establishments	42	D	D	D	e	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	40	D	D	D	e	D	D
454390	Other direct selling establishments	40	D	D	D	e	D	D
	MESQUITE							
44-45	Retail trade	35	64 153	7 199	1 782	370	21.4	1.0
441	Motor vehicle and parts dealers	4	1 622	274	65	16	3.9	—
442	Furniture and home furnishings stores	4	4 173	508	132	21	70.9	—
4422	Home furnishings stores.....	3	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	2	D	D	D	b	D	D
445	Food and beverage stores	7	31 904	3 942	988	165	5.8	—
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	6	14 726	965	212	68	27.1	—
44711	Gasoline stations with convenience stores	6	14 726	965	212	68	27.1	—
447110	Gasoline stations with convenience stores	6	14 726	965	212	68	27.1	—
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	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
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
	NORTH LAS VEGAS							
44-45	Retail trade	174	514 752	58 595	13 646	2 925	8.2	5.6
441	Motor vehicle and parts dealers	28	49 741	7 306	1 749	316	8.1	2.7
44112	Used car dealers	7	D	D	D	b	D	D
441120	Used car dealers	7	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	19	31 574	5 398	1 307	235	3.9	4.2
44131	Automotive parts and accessories stores	13	18 932	2 841	690	145	1.3	—
441310	Automotive parts and accessories stores	13	18 932	2 841	690	145	1.3	—
44132	Tire dealers	6	12 642	2 557	617	90	7.7	10.6
441320	Tire dealers.....	6	12 642	2 557	617	90	7.7	10.6
442	Furniture and home furnishings stores	8	6 262	562	123	45	45.3	3.5
4422	Home furnishings stores.....	5	4 090	450	103	38	37.2	—
443	Electronics and appliance stores	8	6 089	782	189	33	5.4	11.8
4431	Electronics and appliance stores	8	6 089	782	189	33	5.4	11.8
44311	Appliance, television, and other electronics stores	8	6 089	782	189	33	5.4	11.8
443111	Household appliance stores.....	2	D	D	D	a	D	D
443112	Radio, television, and other electronics stores	6	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
	NORTH LAS VEGAS—Con.							
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	14	57 625	7 615	1 730	274	4.2	2.2
4441	Building material and supplies dealers	13	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home Centers	1	D	D	D	c	D	D
44419	Other building material dealers	9	D	D	D	b	D	D
444190	Other building material dealers	9	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	25	84 669	10 448	2 450	675	16.5	6.0
4451	Grocery stores	24	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	10	66 272	8 836	2 069	523	4.5	1.2
445110	Supermarkets and other grocery (except convenience) stores	10	66 272	8 836	2 069	523	4.5	1.2
44512	Convenience stores	14	D	D	D	c	D	D
445120	Convenience stores	14	D	D	D	c	D	D
446	Health and personal care stores	17	41 845	7 258	1 484	293	6.3	1.5
4461	Health and personal care stores	17	41 845	7 258	1 484	293	6.3	1.5
44611	Pharmacies and drug stores	8	37 657	6 562	1 317	262	—	1.3
446110	Pharmacies and drug stores	8	37 657	6 562	1 317	262	—	1.3
4461101	Pharmacies and drug stores	8	37 657	6 562	1 317	262	—	1.3
44612	Cosmetics, beauty supplies, and perfume stores	4	1 436	172	42	15	49.6	10.2
446120	Cosmetics, beauty supplies, and perfume stores	4	1 436	172	42	15	49.6	10.2
44619	Other health and personal care stores	5	2 752	524	125	16	69.5	—
446191	Food (health) supplement stores	4	D	D	D	a	D	D
447	Gasoline stations	27	118 704	7 683	1 898	404	6.7	13.7
4471	Gasoline stations	27	118 704	7 683	1 898	404	6.7	13.7
44711	Gasoline stations with convenience stores	23	61 421	3 695	858	208	12.9	26.5
447110	Gasoline stations with convenience stores	23	61 421	3 695	858	208	12.9	26.5
44719	Other gasoline stations	4	57 283	3 988	1 040	196	—	—
447190	Other gasoline stations	4	57 283	3 988	1 040	196	—	—
448	Clothing and clothing accessories stores	10	7 665	897	188	51	2.5	7.1
4481	Clothing stores	6	3 625	363	76	29	5.3	15.0
4482105	Athletic footwear stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	8	9 295	960	224	73	3.0	8.3
4511	Sporting goods, hobby, and musical instrument stores	5	D	D	D	b	D	D
4511101	General-line sporting goods stores	1	D	D	D	a	D	D
4512	Book, periodical, and music stores	3	D	D	D	a	D	D
45121	Book stores and news dealers	3	D	D	D	a	D	D
451211	Book stores	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	7	D	D	D	f	D	D
4521	Department stores	3	95 137	10 639	2 511	510	—	—
45210009	Department stores (incl. leased depts.) ³	3	96 676	10 639	2 511	510	—	—
45211	Department stores	3	95 137	10 639	2 511	510	—	—
452112	Discount department stores	3	95 137	10 639	2 511	510	—	—
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
4529901	Variety stores	1	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	12	10 188	1 784	435	106	26.3	1.5
4532	Office supplies, stationery, and gift stores	2	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4533	Used merchandise stores	4	4 458	962	224	58	54.1	—
45331	Used merchandise stores	4	4 458	962	224	58	54.1	—
453310	Used merchandise stores	4	4 458	962	224	58	54.1	—
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	10	D	D	D	b	D	D
4543	Direct selling establishments	8	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
45439	Other direct selling establishments	5	D	D	D	b	D	D
454390	Other direct selling establishments	5	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini-strative records ¹	Estimated ²
SPARKS—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	30	150 641	11 663	3 028	606	9.8	6.0
4471	Gasoline stations	30	150 641	11 663	3 028	606	9.8	6.0
44711	Gasoline stations with convenience stores	24	62 828	2 889	734	165	23.6	2.4
447110	Gasoline stations with convenience stores	24	62 828	2 889	734	165	23.6	2.4
44719	Other gasoline stations	6	87 813	8 774	2 294	441	—	8.6
447190	Other gasoline stations	6	87 813	8 774	2 294	441	—	8.6
448	Clothing and clothing accessories stores	13	5 598	663	162	57	17.9	10.1
4481	Clothing stores	5	3 375	366	80	26	20.9	14.0
451	Sporting goods, hobby, book, and music stores	11	8 271	1 035	229	81	22.3	.3
4511	Sporting goods, hobby, and musical instrument stores	9	D	D	D	b	D	D
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D
4512	Book, periodical, and music stores	2	D	D	D	b	D	D
45121	Book stores and news dealers	1	D	D	D	a	D	D
451212	Specialty book stores	1	D	D	D	a	D	D
452	General merchandise stores	11	75 683	7 510	1 903	586	—	.1
452111	Department stores (except discount department stores) ..	2	D	D	D	c	D	D
452112	Discount department stores	3	D	D	D	e	D	D
45299	All other general merchandise stores	6	6 659	733	170	57	—	1.3
452990	All other general merchandise stores	6	6 659	733	170	57	—	1.3
4529901	Variety stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	32	19 976	3 943	992	229	18.2	15.4
4531	Florists	4	D	D	D	b	D	D
45311	Florists	4	D	D	D	b	D	D
453110	Florists	4	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	8	2 923	475	129	25	5.8	2.2
45321	Office supplies and stationery stores	3	D	D	D	a	D	D
453210	Office supplies and stationery stores	3	D	D	D	a	D	D
4533	Used merchandise stores	5	4 330	1 191	293	62	12.7	—
45331	Used merchandise stores	5	4 330	1 191	293	62	12.7	—
453310	Used merchandise stores	5	4 330	1 191	293	62	12.7	—
4539	Other miscellaneous store retailers	15	D	D	D	b	D	D
45391	Pet and pet supplies stores	2	D	D	D	a	D	D
453910	Pet and pet supplies stores	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	13	D	D	D	b	D	D
454	Nonstore retailers	25	97 012	14 068	3 486	413	3.4	65.4
4541	Electronic shopping and mail-order houses	5	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	5	D	D	D	c	D	D
4542	Vending machine operators	4	D	D	D	b	D	D
45421	Vending machine operators	4	D	D	D	b	D	D
454210	Vending machine operators	4	D	D	D	b	D	D
4543	Direct selling establishments	16	D	D	D	c	D	D
45431	Fuel dealers	6	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	9 144	1 131	296	35	—	—
45439	Other direct selling establishments	10	D	D	D	c	D	D
454390	Other direct selling establishments	10	D	D	D	c	D	D
WEST WENDOVER								
44-45	Retail trade	7	14 933	1 048	260	83	9.8	.1
443	Electronics and appliance stores	1	D	D	D	a	D	D
445	Food and beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music 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

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	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 admin- istrative records ¹	Estimated ²
WINNEMUCCA								
44-45	Retail trade	59	184 910	15 980	3 809	764	4.0	.8
441	Motor vehicle and parts dealers	15	D	D	D	c	D	D
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	8	8 382	1 223	260	49	6.8	6.3
44132	Tire dealers	4	4 394	676	131	26	13.0	8.6
441320	Tire dealers	4	4 394	676	131	26	13.0	8.6
442	Furniture and home furnishings stores	4	3 213	582	110	42	—	6.8
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
445	Food and beverage stores	6	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	13	49 797	1 651	424	103	8.2	—
4471	Gasoline stations	13	49 797	1 651	424	103	8.2	—
44711	Gasoline stations with convenience stores	10	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	10	D	D	D	b	D	D
44719	Other gasoline stations	3	D	D	D	b	D	D
447190	Other gasoline stations	3	D	D	D	b	D	D
448	Clothing and clothing accessories stores	6	2 778	302	64	19	16.4	7.6
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
YERINGTON								
44-45	Retail trade	31	54 541	5 603	1 357	237	40.8	.7
441	Motor vehicle and parts dealers	9	20 908	1 704	405	77	83.1	.2
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	5 776	562	131	21	—	—
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	a	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
BALANCE OF CHURCHILL COUNTY								
44-45	Retail trade	24	44 398	4 412	1 007	169	22.1	11.2
441	Motor vehicle and parts dealers	6	18 622	1 674	455	54	2.5	2.7
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 and home furnishings stores	3	D	D	D	b	D	D
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	3	D	D	D	b	D	D
44413	Hardware stores	1	D	D	D	b	D	D
444130	Hardware stores	1	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	a	D	D
447	Gasoline stations	4	7 230	399	68	22	26.7	61.9
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	4	4 110	456	122	15	—	—
4543	Direct selling establishments	4	4 110	456	122	15	—	—
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
BALANCE OF CLARK COUNTY								
44-45	Retail trade	2 433	9 435 493	872 117	207 626	36 977	6.3	4.2
441	Motor vehicle and parts dealers	155	1 267 600	130 533	31 680	3 396	6.5	3.0
4411	Automobile dealers	50	D	D	D	g	D	D
44111	New car dealers	19	D	D	D	g	D	D
441110	New car dealers	19	D	D	D	g	D	D
44112	Used car dealers	31	D	D	D	c	D	D
441120	Used car dealers	31	D	D	D	c	D	D
4412	Other motor vehicle dealers	27	D	D	D	f	D	D
44121	Recreational vehicle dealers	10	D	D	D	e	D	D
441210	Recreational vehicle dealers	10	D	D	D	e	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	17	D	D	D	c	D	D
441221	Motorcycle dealers	8	D	D	D	c	D	D
441222	Boat dealers	3	D	D	D	b	D	D
441229	All other motor vehicle dealers	6	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	78	D	D	D	f	D	D
44131	Automotive parts and accessories stores	63	D	D	D	f	D	D
441310	Automotive parts and accessories stores	63	D	D	D	f	D	D
44132	Tire dealers	15	D	D	D	c	D	D
441320	Tire dealers	15	D	D	D	c	D	D
442	Furniture and home furnishings stores	145	D	D	D	g	D	D
4421	Furniture stores	61	D	D	D	e	D	D
44211	Furniture stores	61	D	D	D	e	D	D
442110	Furniture stores	61	D	D	D	e	D	D
4422	Home furnishings stores	84	D	D	D	f	D	D
44221	Floor covering stores	24	D	D	D	e	D	D
442210	Floor covering stores	24	D	D	D	e	D	D
44229	Other home furnishings stores	60	D	D	D	f	D	D
442291	Window treatment stores	9	D	D	D	b	D	D
442299	All other home furnishings stores	51	D	D	D	e	D	D
443	Electronics and appliance stores	120	166 532	22 494	5 462	863	11.3	6.9
4431	Electronics and appliance stores	120	166 532	22 494	5 462	863	11.3	6.9
44311	Appliance, television, and other electronics stores	86	D	D	D	f	D	D
443111	Household appliance stores	13	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	73	120 326	14 359	3 619	585	8.8	7.7
44312	Computer and software stores	28	D	D	D	c	D	D
443120	Computer and software stores	28	D	D	D	c	D	D
44313	Camera and photographic supplies stores	6	D	D	D	b	D	D
443130	Camera and photographic supplies stores	6	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	119	D	D	D	g	D	D
4441	Building material and supplies dealers	95	382 270	49 932	11 222	1 644	6.7	6.2
44411	Home centers	6	D	D	D	f	D	D
444110	Home Centers	6	D	D	D	f	D	D
44412	Paint and wallpaper stores	10	19 667	2 212	522	63	—	.6
444120	Paint and wallpaper stores	10	19 667	2 212	522	63	—	.6
44413	Hardware stores	14	D	D	D	c	D	D
444130	Hardware stores	14	D	D	D	c	D	D
44419	Other building material dealers	65	D	D	D	f	D	D
444190	Other building material dealers	65	D	D	D	f	D	D
4442	Lawn and garden equipment and supplies stores	24	D	D	D	e	D	D
44422	Nursery, garden center, and farm supply stores	20	D	D	D	e	D	D
444220	Nursery, garden center, and farm supply stores	20	D	D	D	e	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
BALANCE OF CLARK COUNTY—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	259	979 090	126 472	31 266	5 808	8.6	6.2
4451	Grocery stores	182	D	D	D	i	D	D
44511	Supermarkets and other grocery (except convenience) stores	100	D	D	D	h	D	D
445110	Supermarkets and other grocery (except convenience) stores	100	D	D	D	h	D	D
44512	Convenience stores	82	D	D	D	e	D	D
445120	Convenience stores	82	D	D	D	e	D	D
4452	Specialty food stores	54	D	D	D	e	D	D
4453	Beer, wine, and liquor stores	23	D	D	D	c	D	D
44531	Beer, wine, and liquor stores	23	D	D	D	c	D	D
445310	Beer, wine, and liquor stores	23	D	D	D	c	D	D
446	Health and personal care stores	188	424 371	62 894	15 331	2 900	5.9	1.7
4461	Health and personal care stores	188	424 371	62 894	15 331	2 900	5.9	1.7
44611	Pharmacies and drug stores	63	320 430	44 920	10 923	1 985	1.6	.7
446110	Pharmacies and drug stores	63	320 430	44 920	10 923	1 985	1.6	.7
4461101	Pharmacies and drug stores	63	320 430	44 920	10 923	1 985	1.6	.7
44612	Cosmetics, beauty supplies, and perfume stores	43	46 007	6 615	1 536	421	7.7	1.9
446120	Cosmetics, beauty supplies, and perfume stores	43	46 007	6 615	1 536	421	7.7	1.9
44613	Optical goods stores	36	26 020	4 581	1 164	188	23.1	4.4
446130	Optical goods stores	36	26 020	4 581	1 164	188	23.1	4.4
44619	Other health and personal care stores	46	31 914	6 778	1 708	306	31.9	8.9
446191	Food (health) supplement stores	31	D	D	D	c	D	D
446199	All other health and personal care stores	15	D	D	D	c	D	D
447	Gasoline stations	168	473 120	27 207	6 519	1 745	14.1	10.5
4471	Gasoline stations	168	473 120	27 207	6 519	1 745	14.1	10.5
44711	Gasoline stations with convenience stores	156	D	D	D	g	D	D
447110	Gasoline stations with convenience stores	156	D	D	D	g	D	D
44719	Other gasoline stations	12	D	D	D	c	D	D
447190	Other gasoline stations	12	D	D	D	c	D	D
448	Clothing and clothing accessories stores	617	1 093 855	140 842	31 460	6 317	5.4	9.6
4481	Clothing stores	373	D	D	D	h	D	D
44811	Men's clothing stores	38	D	D	D	e	D	D
448110	Men's clothing stores	38	D	D	D	e	D	D
44812	Women's clothing stores	122	D	D	D	g	D	D
448120	Women's clothing stores	122	D	D	D	g	D	D
44813	Children's and infants' clothing stores	16	D	D	D	b	D	D
448130	Children's and infants' clothing stores	16	D	D	D	b	D	D
44814	Family clothing stores	124	D	D	D	g	D	D
448140	Family clothing stores	124	D	D	D	g	D	D
44815	Clothing accessories stores	37	D	D	D	e	D	D
448150	Clothing accessories stores	37	D	D	D	e	D	D
44819	Other clothing stores	36	34 265	4 727	1 244	295	10.6	14.5
448190	Other clothing stores	36	34 265	4 727	1 244	295	10.6	14.5
4482	Shoe stores	102	D	D	D	f	D	D
44821	Shoe stores	102	D	D	D	f	D	D
448210	Shoe stores	102	D	D	D	f	D	D
4482101	Men's shoe stores	7	D	D	D	b	D	D
4482102	Women's shoe stores	17	D	D	D	c	D	D
4482103	Children's and juveniles' shoe stores	4	D	D	D	a	D	D
4482104	Family shoe stores	56	D	D	D	e	D	D
4482105	Athletic footwear stores	18	62 588	6 127	1 404	320	4.2	.5
4483	Jewelry, luggage, and leather goods stores	142	D	D	D	f	D	D
44831	Jewelry stores	113	D	D	D	f	D	D
448310	Jewelry stores	113	D	D	D	f	D	D
44832	Luggage and leather goods stores	29	69 054	6 899	1 574	253	2.8	10.0
448320	Luggage and leather goods stores	29	69 054	6 899	1 574	253	2.8	10.0
451	Sporting goods, hobby, book, and music stores	116	152 936	19 948	4 903	1 189	16.0	6.0
4511	Sporting goods, hobby, and musical instrument stores	84	119 435	17 191	4 127	971	18.9	6.4
45111	Sporting goods stores	39	D	D	D	e	D	D
451110	Sporting goods stores	39	D	D	D	e	D	D
4511101	General-line sporting goods stores	12	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	27	D	D	D	c	D	D
45112	Hobby, toy, and game stores	29	D	D	D	e	D	D
451120	Hobby, toy, and game stores	29	D	D	D	e	D	D
45113	Sewing, needlework, and piece goods stores	8	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	8	D	D	D	b	D	D
45114	Musical instrument and supplies stores	8	D	D	D	c	D	D
451140	Musical instrument and supplies stores	8	D	D	D	c	D	D
4512	Book, periodical, and music stores	32	33 501	2 757	776	218	5.8	4.5
45121	Book stores and news dealers	15	D	D	D	b	D	D
451211	Book stores	12	D	D	D	b	D	D
4512111	Book stores, general	5	D	D	D	b	D	D
4512112	Specialty book stores	4	D	D	D	a	D	D
4512113	College book stores	3	D	D	D	b	D	D
451212	News dealers and newsstands	3	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	17	D	D	D	c	D	D
451220	Prerecorded tape, compact disc, and record stores	17	D	D	D	c	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
BALANCE OF CLARK COUNTY—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	50	D	D	D	i	D	D
4521	Department stores	22	D	D	D	h	D	D
45210009	Department stores (incl. leased depts.) ³	22	D	D	D	h	D	D
45211	Department stores	22	D	D	D	h	D	D
452111	Department stores (except discount department stores) ..	11	291 472	40 432	10 211	1 904	—	—
452112	Discount department stores	11	D	D	D	g	D	D
4529	Other general merchandise stores	28	D	D	D	g	D	D
45291	Warehouse clubs and supercenters	5	D	D	D	g	D	D
452910	Warehouse clubs and supercenters	5	D	D	D	g	D	D
45299	All other general merchandise stores	23	D	D	D	f	D	D
452990	All other general merchandise stores	23	D	D	D	f	D	D
4529901	Variety stores	9	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	14	D	D	D	e	D	D
453	Miscellaneous store retailers	375	D	D	D	h	D	D
4531	Florists	29	6 778	1 328	319	91	57.7	12.0
45311	Florists	29	6 778	1 328	319	91	57.7	12.0
453110	Florists	29	6 778	1 328	319	91	57.7	12.0
4532	Office supplies, stationery, and gift stores	162	D	D	D	g	D	D
45321	Office supplies and stationery stores	17	D	D	D	e	D	D
453210	Office supplies and stationery stores	17	D	D	D	e	D	D
45322	Gift, novelty, and souvenir stores	145	127 346	17 555	4 056	1 110	10.2	22.9
453220	Gift, novelty, and souvenir stores	145	127 346	17 555	4 056	1 110	10.2	22.9
4533	Used merchandise stores	30	18 381	4 242	1 122	248	12.0	—
45331	Used merchandise stores	30	18 381	4 242	1 122	248	12.0	—
453310	Used merchandise stores	30	18 381	4 242	1 122	248	12.0	—
4539	Other miscellaneous store retailers	154	D	D	D	f	D	D
45391	Pet and pet supplies stores	18	25 229	3 754	805	239	13.4	9.9
453910	Pet and pet supplies stores	18	25 229	3 754	805	239	13.4	9.9
45392	Art dealers	31	38 547	8 258	2 156	191	20.7	2.7
453920	Art dealers	31	38 547	8 258	2 156	191	20.7	2.7
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	97	D	D	D	e	D	D
454	Nonstore retailers	121	D	D	D	h	D	D
4541	Electronic shopping and mail-order houses	52	D	D	D	g	D	D
45411	Electronic shopping and mail-order houses	52	D	D	D	g	D	D
4542	Vending machine operators	14	D	D	D	c	D	D
45421	Vending machine operators	14	D	D	D	c	D	D
454210	Vending machine operators	14	D	D	D	c	D	D
4543	Direct selling establishments	55	D	D	D	f	D	D
45439	Other direct selling establishments	53	D	D	D	e	D	D
454390	Other direct selling establishments	53	D	D	D	e	D	D
BALANCE OF DOUGLAS COUNTY								
44-45	Retail trade	150	457 674	44 355	9 800	1 889	7.8	1.2
441	Motor vehicle and parts dealers	11	22 589	3 114	633	94	27.6	2.9
4413	Automotive parts, accessories, and tire stores	8	D	D	D	b	D	D
44131	Automotive parts and accessories stores	6	D	D	D	b	D	D
441310	Automotive parts and accessories stores	6	D	D	D	b	D	D
442	Furniture and home furnishings stores	7	8 654	1 122	278	36	16.8	—
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
4422	Home furnishings stores	5	D	D	D	b	D	D
443	Electronics and appliance stores	3	7 190	225	63	6	—	—
4431	Electronics and appliance stores	3	7 190	225	63	6	—	—
44312	Computer and software stores	1	D	D	D	a	D	D
443120	Computer and software stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	22	71 973	8 069	1 737	313	2.0	.8
4441	Building material and supplies dealers	18	69 480	7 784	1 682	291	2.1	.6
44411	Home centers	1	D	D	D	c	D	D
444110	Home Centers	1	D	D	D	c	D	D
44419	Other building material dealers	12	D	D	D	b	D	D
444190	Other building material dealers	12	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF DOUGLAS COUNTY—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	16	92 674	10 117	2 438	422	2.8	1.2
4451	Grocery stores	11	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	5	D	D	D	e	D	D
445110	Supermarkets and other grocery (except convenience) stores	5	D	D	D	e	D	D
4453	Beer, wine, and liquor stores	4	D	D	D	b	D	D
44531	Beer, wine, and liquor stores	4	D	D	D	b	D	D
445310	Beer, wine, and liquor stores	4	D	D	D	b	D	D
446	Health and personal care stores	6	9 720	1 226	319	48	2.2	2.2
4461	Health and personal care stores	6	9 720	1 226	319	48	2.2	2.2
44612	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	a	D	D
447	Gasoline stations	18	41 512	1 967	470	122	37.1	—
4471	Gasoline stations	18	41 512	1 967	470	122	37.1	—
44711	Gasoline stations with convenience stores	15	39 187	1 747	413	107	33.4	—
447110	Gasoline stations with convenience stores	15	39 187	1 747	413	107	33.4	—
448	Clothing and clothing accessories stores	13	4 755	849	236	56	21.6	14.1
44819	Other clothing stores	3	D	D	D	a	D	D
448190	Other clothing stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	6	2 400	311	108	37	28.2	—
4511	Sporting goods, hobby, and musical instrument stores	5	D	D	D	b	D	D
452	General merchandise stores	4	D	D	D	f	D	D
4529	Other general merchandise stores	4	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	2	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	2	D	D	D	f	D	D
453	Miscellaneous store retailers	27	D	D	D	c	D	D
4531	Florists	5	D	D	D	b	D	D
45311	Florists	5	D	D	D	b	D	D
453110	Florists	5	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	10	D	D	D	b	D	D
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	11	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
45399	All other miscellaneous store retailers	7	D	D	D	a	D	D
454	Nonstore retailers	17	7 571	1 451	333	66	28.8	3.2
4543	Direct selling establishments	11	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
BALANCE OF ELKO COUNTY								
44-45	Retail trade	39	109 184	8 568	2 014	480	19.4	11.0
441	Motor vehicle and parts dealers	3	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
44413	Hardware stores	1	D	D	D	a	D	D
444130	Hardware stores	1	D	D	D	a	D	D
445	Food and beverage stores	9	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	10	D	D	D	c	D	D
4471	Gasoline stations	10	D	D	D	c	D	D
44719	Other gasoline stations	5	D	D	D	c	D	D
447190	Other gasoline stations	5	D	D	D	c	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and 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	a	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	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
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF EUREKA COUNTY								
44-45	Retail trade	8	4 222	414	111	31	66.7	2.2
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
445	Food and beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	3	2 031	155	38	13	77.8	—
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF HUMBOLDT COUNTY								
44-45	Retail trade	12	12 649	1 749	364	95	22.1	—
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	4	5 783	253	54	18	13.3	—
452	General merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	b	D	D
45439	Other direct selling establishments	1	D	D	D	b	D	D
454390	Other direct selling establishments	1	D	D	D	b	D	D
BALANCE OF LANDER COUNTY								
44-45	Retail trade	18	23 082	2 340	553	174	35.7	9.2
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	7	11 551	605	161	50	12.4	—
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
BALANCE OF LINCOLN COUNTY								
44-45	Retail trade	18	23 113	2 659	602	196	31.6	48.5
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	9 656	1 105	259	91	32.3	59.4
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
BALANCE OF LYON COUNTY								
44-45	Retail trade	27	84 998	7 349	1 868	361	9.2	1.5
441	Motor vehicle and parts dealers	5	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	13 934	1 011	237	38	3.6	—
4442	Lawn and garden equipment and supplies stores	2	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
447	Gasoline stations	6	D	D	D	c	D	D
4471	Gasoline stations	6	D	D	D	c	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
44719	Other gasoline stations	1	D	D	D	b	D	D
447190	Other gasoline stations	1	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	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
454	Nonstore retailers	2	D	D	D	b	D	D
4543	Direct selling establishments	1	D	D	D	b	D	D
45439	Other direct selling establishments	1	D	D	D	b	D	D
454390	Other direct selling establishments	1	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	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 MINERAL COUNTY								
44-45	Retail trade	16	17 326	2 315	568	104	15.0	.9
441	Motor vehicle and parts dealers	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
445	Food and beverage stores	5	D	D	D	b	D	D
447	Gasoline stations	3	4 302	463	109	22	16.6	—
448	Clothing and 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 NYE COUNTY								
44-45	Retail trade	108	206 794	20 598	4 948	952	8.1	11.4
441	Motor vehicle and parts dealers	16	38 971	3 643	879	136	2.9	6.0
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	10	D	D	D	b	D	D
44131	Automotive parts and accessories stores	6	5 529	778	166	47	—	7.1
441310	Automotive parts and accessories stores	6	5 529	778	166	47	—	7.1
44132	Tire dealers	4	D	D	D	b	D	D
441320	Tire dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	3	2 067	360	93	32	25.4	—
443	Electronics and appliance stores	6	1 625	238	56	15	61.5	38.5
4431	Electronics and appliance stores	6	1 625	238	56	15	61.5	38.5
444	Building material and garden equipment and supplies dealers ...	15	17 643	2 554	553	106	13.7	2.8
4441	Building material and supplies dealers	11	16 831	2 416	525	100	9.6	2.8
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 and beverage stores	10	67 563	6 987	1 737	297	1.6	14.7
4451	Grocery stores	9	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	8	D	D	D	e	D	D
445110	Supermarkets and other grocery (except convenience) stores	8	D	D	D	e	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
4461	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	25	39 598	3 203	750	207	15.7	7.1
4471	Gasoline stations	25	39 598	3 203	750	207	15.7	7.1
44711	Gasoline stations with convenience stores	21	37 005	2 983	703	196	14.7	7.3
447110	Gasoline stations with convenience stores	21	37 005	2 983	703	196	14.7	7.3
448	Clothing and clothing accessories stores	3	315	52	15	5	30.2	18.7
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	a	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4539	Other miscellaneous store retailers	11	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	7	15 387	756	187	30	19.2	—
453930	Manufactured (mobile) home dealers	7	15 387	756	187	30	19.2	—
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	9	11 899	1 516	381	70	5.7	54.5
4543	Direct selling establishments	8	D	D	D	b	D	D
45431	Fuel dealers	6	11 627	1 466	369	63	3.5	55.7
454312	Liquefied petroleum gas (bottled gas) dealers	6	11 627	1 466	369	63	3.5	55.7
BALANCE OF PERSHING COUNTY								
44-45	Retail trade	18	29 509	2 993	715	170	7.7	9.1
441	Motor vehicle and parts dealers	3	1 311	202	45	13	32.3	25.8
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	1	D	D	D	b	D	D
447	Gasoline stations	8	21 247	1 949	450	118	5.5	10.4
44719	Other gasoline stations	4	D	D	D	b	D	D
447190	Other gasoline stations	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF WASHOE COUNTY—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	28	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	6	8 793	1 001	65	22	10.5	72.0
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
4533	Used merchandise stores	4	866	92	22	9	91.0	9.0
45331	Used merchandise stores	4	866	92	22	9	91.0	9.0
453310	Used merchandise stores	4	866	92	22	9	91.0	9.0
4539	Other miscellaneous store retailers	17	D	D	D	c	D	D
45392	Art dealers	4	D	D	D	a	D	D
453920	Art dealers	4	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	3	4 807	359	65	10	10.9	—
453930	Manufactured (mobile) home dealers	3	4 807	359	65	10	10.9	—
45399	All other miscellaneous store retailers	9	D	D	D	b	D	D
454	Nonstore retailers	21	12 274	1 944	449	81	6.8	27.1
4541	Electronic shopping and mail-order houses	10	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	10	D	D	D	b	D	D
4543	Direct selling establishments	10	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
BALANCE OF WHITE PINE COUNTY								
44-45	Retail trade	11	5 969	852	237	43	37.8	—
445	Food and beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	3	614	33	7	7	100.0	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D

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

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

³Data for this line not included in broader kind-of-business totals.

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

Appendix A.

Explanation of Terms

ANNUAL PAYROLL

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

ESTABLISHMENTS

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

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

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

FIRST-QUARTER PAYROLL

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

PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

Paid employees consist of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose

payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

SALES

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

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

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

Appendix B.

NAICS Codes, Titles, and Descriptions

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, electronics and appliance stores, and musical instrument and supplies 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:

1. The merchandise line or lines carried by the store; for example, specialty stores are distinguished from general-line stores.
2. 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 merchandise lines carried; for example, pharmacies, hardware stores, and department stores.
3. Capital requirements in terms of display equipment; for example, food stores have equipment requirements not found in other retail industries.
4. 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 are included here.

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 vehicles and parts 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 are 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 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.

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

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 vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

441210 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 vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

44122 MOTORCYCLE, BOAT, AND OTHER MOTOR VEHICLE DEALERS

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

441221 MOTORCYCLE DEALERS

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

441222 BOAT DEALERS

This industry comprises establishments primarily engaged in (1) retailing new and/or used boats or retailing 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.

441229 ALL OTHER MOTOR VEHICLE DEALERS

This 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 vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

4413 AUTOMOTIVE PARTS, ACCESSORIES, AND TIRE 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; (3) establishments primarily engaged in retailing and installing automotive accessories; and (4) establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

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.

For the 2002 Economic Census, data published with 2002 NAICS code 44131 are comprised of the following 1997 NAICS codes:

42114 (pt) Motor vehicle parts, (used) retail
44131 Automotive parts and accessories stores

441310 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.

For the 2002 Economic Census, data published with 2002 NAICS code 441310 are comprised of the following 1997 NAICS codes:

421140 (pt) Motor vehicle parts, (used) retail
441310 Automotive parts and accessories stores

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

442 FURNITURE AND HOME FURNISHINGS STORES

Industries in the Furniture and Home Furnishings Stores subsector retail new furniture and home furnishings 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 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, or floor coverings.

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, or floor coverings.

442110 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, or floor coverings.

4422 HOME FURNISHINGS STORES

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

44221 FLOOR COVERING STORES

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

442210 FLOOR COVERING STORES

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

44229 OTHER HOME FURNISHINGS STORES

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

442291 WINDOW TREATMENT STORES

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

442299 ALL OTHER HOME FURNISHINGS STORES

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

443 ELECTRONICS AND APPLIANCE STORES

Industries in the Electronics and Appliance Stores subsector retail new electronics and appliances 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 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 industry comprises establishments known as appliance stores primarily engaged in retailing an array of new household appliances, such as refrigerators, dishwashers, ovens, irons, coffee-makers, hair dryers, electric razors, room air-conditioners, microwave ovens, sewing machines, and vacuum cleaners, or retailing new appliances in combination with appliance repair services.

443112 RADIO, TELEVISION, AND OTHER ELECTRONICS STORES

This 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.

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 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.

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 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.

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 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 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.

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

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

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 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.

4441901 RETAIL LUMBER YARDS

This industry comprises 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.

4441902 ALL OTHER BUILDING MATERIAL DEALERS

This industry comprises 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.

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 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.

44422 NURSERY, GARDEN CENTER, AND FARM SUPPLY STORES

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, GARDEN CENTER, AND FARM SUPPLY STORES

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.

445 FOOD AND BEVERAGE STORES

Industries in the Food and Beverage Stores subsector usually retail food and beverages 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 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.

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 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.

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 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.

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

44523 FRUIT AND VEGETABLE MARKETS

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

445230 FRUIT AND VEGETABLE MARKETS

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

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 the premises.

445291 BAKED GOODS STORES

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

445292 CONFECTIONERY AND NUT STORES

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

445299 ALL OTHER SPECIALTY FOOD STORES

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

4453 BEER, WINE, AND LIQUOR STORES

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

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

446 HEALTH AND PERSONAL CARE STORES

Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector 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 industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

4461101 PHARMACIES AND DRUG STORES

This industry comprises 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

This industry comprises 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 pre-packaged snacks.

44612 COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES

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

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 non-prescription eyeglasses.

446130 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 non-prescription eyeglasses.

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

446199 ALL OTHER HEALTH AND PERSONAL CARE STORES

This 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).

447 GASOLINE STATIONS

Industries in the Gasoline Stations subsector retail automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils with or without convenience store items. These establishments have specialized equipment for the storage and dispensing of automotive fuels.

4471 GASOLINE STATIONS

This industry group comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with or without 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.

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 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.

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 providing repair services; selling automotive oils, replacement parts, and accessories; and/or providing food services.

447190 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 providing repair services; selling automotive oils, replacement parts, and accessories; and/or providing food services.

448 CLOTHING AND CLOTHING ACCESSORIES STORES

Industries in the Clothing and Clothing Accessories Stores subsector retail 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 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.

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 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.

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 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.

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 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.

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 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.

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 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.

4482 SHOE STORES

This industry group 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.

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 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.

4482101 MEN'S SHOE STORES

This industry comprises 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

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

4482103 CHILDREN'S AND JUVENILES' SHOE STORES

This industry comprises establishments primarily engaged in retailing children's shoes and other footwear, including children's athletic footwear. These establishments may also sell hosiery and other accessories. Establishments specializing in selling custom orthopedic shoes for children are classified here.

4482104 FAMILY SHOE STORES

This industry comprises 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

This industry comprises establishments primarily engaged in retailing athletic footwear (except specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). 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 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.

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

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 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.

4511101 GENERAL-LINE SPORTING GOODS STORES

This industry comprises 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

This industry comprises 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.

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

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 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.

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 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.

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 industry comprises establishments primarily engaged in retailing new books.

4512111 BOOK STORES, GENERAL

This industry comprises 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

This industry comprises establishments primarily engaged in retailing specialty books, such as general reference, religious, and professional books.

4512113 COLLEGE BOOK STORES

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

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), digital video discs (DVDs), and phonograph records.

451220 PRERECORDED TAPE, COMPACT DISC, AND RECORD STORES

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

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

This industry group 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.

For the 2002 Economic Census, total sales **exclude** the sales from leased departments owned by another company and operating within the department store.

For the 2002 Economic Census of Island Areas, total sales **include** the sales from leased departments owned by another company and operating within the department store.

45210009 DEPARTMENT STORES (INCLUDING LEASED DEPARTMENTS)

This industry group 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.

45211 DEPARTMENT STORES

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.

For the 2002 Economic Census, total sales **exclude** the sales from leased departments owned by another company and operating within the department store.

For the 2002 Economic Census of Island Areas, total sales **include** the sales from leased departments owned by another company and operating within the department store.

45211009 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.

452111 DEPARTMENT STORES (EXCEPT DISCOUNT DEPARTMENT STORES)

This industry comprises establishments known as department stores that have separate departments for various merchandise lines, such as apparel, jewelry, home furnishings, and linens, each with separate cash registers and sales associates. Department stores in this industry generally do not have central customer checkout and cash register facilities.

For the 2002 Economic Census, total sales **exclude** the sales from leased departments owned by another company and operating within the department store.

For the 2002 Economic Census of Island Areas, total sales **include** the sales from leased departments owned by another company and operating within the department store.

45211109 DEPARTMENT STORES (EXCEPT DISCOUNT DEPARTMENT STORES) (INCLUDING LEASED DEPARTMENTS)

This industry comprises establishments known as department stores that have separate departments for various merchandise lines, such as apparel, jewelry, home furnishings, and linens, each with separate cash registers and sales associates. Department stores in this industry generally do not have central customer checkout and cash register facilities. Total sales include the sales from leased departments owned by another company and operating within the department store.

452112 DISCOUNT DEPARTMENT STORES

This industry comprises establishments known as department stores that have central customer checkout areas, generally in the front of the store, and that may have additional cash registers located in one or more individual departments. Department stores in this industry sell a wide range of general merchandise (except fresh, perishable foods).

For the 2002 Economic Census, total sales **exclude** the sales from leased departments owned by another company and operating within the department store.

For the 2002 Economic Census of Island Areas, total sales **include** the sales from leased departments owned by another company and operating within the department store.

45211209 DISCOUNT DEPARTMENT STORES (INCLUDING LEASED DEPARTMENTS)

This industry comprises establishments known as department stores that have central customer checkout areas, generally in the front of the store, and that may have additional cash registers located in one or more individual departments. Department stores in this industry sell a wide range of general merchandise (except fresh, perishable foods). Total sales include the sales from leased departments owned by another company and operating within the department store.

4529 OTHER GENERAL MERCHANDISE STORES

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

45291 WAREHOUSE CLUBS AND SUPERCENTERS

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 SUPERCENTERS

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.

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 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.

4529901 VARIETY STORES

This industry comprises establishments primarily engaged in retailing a variety of merchandise, such as inexpensive apparel and accessories, costume jewelry, notions, 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.

4529904 MISCELLANEOUS GENERAL MERCHANDISE STORES

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

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 home 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 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.

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 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.

4532 OFFICE SUPPLIES, STATIONERY, AND GIFT STORES

This industry group comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers; and (4) retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

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) retailing a combination of new office equipment, furniture, and supplies; and (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers.

453210 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) retailing a combination of new office equipment, furniture, and supplies; and (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers.

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

4533 USED MERCHANDISE STORES

This industry group comprises establishments primarily engaged in one or more of the following: (1) retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes); (2) retailing antique furniture and home furnishings, antique glassware, rare books and manuscripts, and other antique objects of art; and (3) retailing used merchandise, such as clothing, shoes, furniture, home furnishings, appliances, electronics, books (except rare), musical instruments, compact discs (CDs), tapes, records, lumber, and building materials.

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 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).

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

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 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.

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

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; 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; used merchandise stores; pet and pet supplies stores; 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 (except electronic auctions).

453991 TOBACCO STORES

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

453998 ALL OTHER MISCELLANEOUS STORE RETAILERS (EXCEPT TOBACCO STORES)

This industry comprises establishments primarily engaged in retailing specialized lines of merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; 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; used merchandise stores; pet and pet supplies stores; art dealers; manufactured home (i.e., mobile home) 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 (except electronic auctions).

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 catalogs, 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 and newspaper delivery are included in this subsector.

4541 ELECTRONIC SHOPPING AND MAIL-ORDER HOUSES

This industry group comprises establishments primarily engaged in retailing all types of merchandise using non-store means, such as catalogs, toll free telephone numbers, or electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalog showrooms of mail-order houses.

45411 ELECTRONIC SHOPPING AND MAIL-ORDER HOUSES

This industry comprises establishments primarily engaged in retailing all types of merchandise using non-store means, such as catalogs, toll free telephone numbers, or electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalog showrooms of mail-order houses.

454111 ELECTRONIC SHOPPING

This industry comprises establishments engaged in retailing all types of merchandise using the Internet.

454112 ELECTRONIC AUCTIONS

This industry comprises establishments engaged in providing sites for and facilitating consumer-to-consumer or business-to-consumer trade in new and used goods, on an auction basis, using the Internet. Establishments in this industry provide the electronic location for retail auctions, but do not take title to the goods being sold.

454113 MAIL-ORDER HOUSES

This industry comprises establishments primarily engaged in retailing all types of merchandise using mail catalogs or television to generate clients and display merchandise. Included in this industry are establishments primarily engaged in retailing from catalog showrooms of mail-order houses as well as establishments providing a combination of Internet and mail-order sales.

4542 VENDING MACHINE OPERATORS

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

45421 VENDING MACHINE OPERATORS

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

454210 VENDING MACHINE OPERATORS

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

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

454312 LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS

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

454319 OTHER FUEL DEALERS

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

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 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).

4543901 DIRECT SELLING, FURNITURE, HOME FURNISHINGS, ELECTRONICS, AND APPLIANCES

This industry comprises establishments primarily engaged in retailing 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 via direct sale to customers by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543902 DIRECT SELLING, BOOKS, PERIODICALS, VIDEOS, AND COMPACT DISCS

This industry comprises establishments primarily engaged in retailing books, periodicals, videos, and compact discs (CDs) 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).

4543903 DIRECT SELLING, OTHER MERCHANDISE

This industry comprises establishments primarily engaged in retailing stationery; cosmetics; building material; hardware; lawn and garden supplies; grocery items (except food for immediate consumption); apparel and accessories; proprietary medicines; used merchandise; sporting goods; jewelry; tobacco products; and other merchandise not elsewhere classified 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).

Appendix C.

Methodology

SOURCES OF THE DATA

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

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

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

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

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

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

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

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

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

RELIABILITY OF DATA

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

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

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

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

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

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

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

TREATMENT OF NONRESPONSE

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

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

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

DISCLOSURE

In accordance with federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

Appendix D. Geographic Notes

NEVADA

Carlin is no longer tabulated separately due to a population decrease. This change adds territory to the Balance of Elko County.

Fernley incorporated in July 2001. This change deletes territory from the Balance of Lyon County.

Balance of Elko County includes Carlin, which is no longer tabulated separately due to a population decrease.

Balance of Lyon County lost territory due to the incorporation of Fernley.

Appendix E.

Metropolitan and Micropolitan Statistical Areas

LAS VEGAS-PARADISE-PAHRUMP, NV COMBINED STATISTICAL AREA

Las Vegas-Paradise, NV Metropolitan Statistical Area

Clark County, NV

Pahrump, NV Micropolitan Statistical Area

Nye County, NV

SACRAMENTO--ARDEN-ARCADE--TRUCKEE, CA-NV COMBINED STATISTICAL AREA

Gardnerville Ranchos, NV Micropolitan Statistical Area

Douglas County, NV

Sacramento--Arden-Arcade--Roseville, CA Metropolitan Statistical Area

El Dorado County, CA

Placer County, CA

Sacramento County, CA

Yolo County, CA

Truckee-Grass Valley, CA Micropolitan Statistical Area

Nevada County, CA

CARSON CITY, NV METROPOLITAN STATISTICAL AREA

Carson City (IC), NV

ELKO, NV MICROPOLITAN STATISTICAL AREA

Elko County, NV

Eureka County, NV

FALLON, NV MICROPOLITAN STATISTICAL AREA

Churchill County, NV

RENO-SPARKS, NV METROPOLITAN STATISTICAL AREA

Storey County, NV

Washoe County, NV

