

# United States: 2002

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## 2002 Economic Census

*Retail Trade*

Geographic Area Series



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### *Retail Trade*

#### Geographic Area Series



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-- Not applicable for this report.

# Introduction to the Economic Census

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## **PURPOSES AND USES OF THE ECONOMIC CENSUS**

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

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

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

## **INDUSTRY CLASSIFICATIONS**

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

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

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

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



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## **RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS**

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

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

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

## **BASIS OF REPORTING**

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

## **GEOGRAPHIC AREA CODING**

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

## **AVAILABILITY OF ADDITIONAL DATA**

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

## **HISTORICAL INFORMATION**

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

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

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

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

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

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

#### **SOURCES FOR MORE INFORMATION**

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



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# Retail Trade

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## SCOPE

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

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

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

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

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

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

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

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

## REPORTS

The following reports provide statistics on this sector.

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

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

**Subject Series:**

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

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

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

**GEOGRAPHIC AREAS COVERED**

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

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

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

#### **DOLLAR VALUES**

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

All dollar values are shown in thousands of dollars.

#### **COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES**

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

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

#### **RELIABILITY OF DATA**

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

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

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## DISCLOSURE

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

## AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

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

## CONTACTS FOR DATA USERS

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

## ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

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

**Table 1. Summary Statistics for the United States: 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	Kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>44-45</b>	<b>Retail trade .....</b>	<b>1 114 637</b>	<b>3 056 421 997</b>	<b>302 113 581</b>	<b>72 444 977</b>	<b>14 647 675</b>	<b>11.7</b>	<b>5.8</b>
441	Motor vehicle and parts dealers .....	125 139	801 740 162	64 548 763	15 143 160	1 845 496	13.5	5.0
4411	Automobile dealers .....	51 731	693 840 253	49 308 063	11 585 323	1 252 800	13.0	4.7
44111	New car dealers .....	26 670	645 759 322	46 306 269	10 865 160	1 143 753	11.0	4.4
441110	New car dealers .....	26 670	645 759 322	46 306 269	10 865 160	1 143 753	11.0	4.4
44112	Used car dealers .....	25 061	48 080 931	3 001 794	720 163	109 047	39.1	8.6
441120	Used car dealers .....	25 061	48 080 931	3 001 794	720 163	109 047	39.1	8.6
4412	Other motor vehicle dealers .....	15 710	47 135 901	4 290 265	936 982	139 228	18.8	6.7
44121	Recreational vehicle dealers .....	3 080	14 835 723	1 230 732	266 283	35 227	14.2	7.0
441210	Recreational vehicle dealers .....	3 080	14 835 723	1 230 732	266 283	35 227	14.2	7.0
44122	Motorcycle, boat, and other motor vehicle dealers .....	12 630	32 300 178	3 059 533	670 699	104 001	20.9	6.6
441221	Motorcycle dealers .....	4 898	15 990 128	1 535 997	335 355	50 225	20.9	4.5
441222	Boat dealers .....	5 523	12 353 714	1 515 384	247 245	39 924	20.4	9.9
441229	All other motor vehicle dealers .....	2 209	3 956 336	372 152	88 099	13 852	22.4	4.9
4413	Automotive parts, accessories, and tire stores .....	57 698	60 764 008	10 950 435	2 620 855	453 468	14.6	7.3
44131	Automotive parts and accessories stores .....	39 441	39 142 504	6 685 452	1 604 892	304 718	14.2	6.9
441310	Automotive parts and accessories stores .....	39 441	39 142 504	6 685 452	1 604 892	304 718	14.2	6.9
44132	Tire dealers .....	18 257	21 621 504	4 264 983	1 015 963	148 750	15.3	8.1
441320	Tire dealers .....	18 257	21 621 504	4 264 983	1 015 963	148 750	15.3	8.1
442	Furniture and home furnishings stores .....	65 204	91 814 210	12 843 300	3 067 065	535 029	17.3	8.3
4421	Furniture stores .....	28 244	50 221 652	6 918 840	1 678 877	249 807	16.6	9.8
44211	Furniture stores .....	28 244	50 221 652	6 918 840	1 678 877	249 807	16.6	9.8
442110	Furniture stores .....	28 244	50 221 652	6 918 840	1 678 877	249 807	16.6	9.8
4422	Home furnishings stores .....	36 960	41 592 558	5 924 460	1 388 188	285 222	18.2	6.5
44221	Floor covering stores .....	15 290	18 206 361	2 890 984	673 788	93 706	25.4	7.5
442210	Floor covering stores .....	15 290	18 206 361	2 890 984	673 788	93 706	25.4	7.5
44229	Other home furnishings stores .....	21 670	23 386 197	3 033 476	714 400	191 516	12.5	5.6
442291	Window treatment stores .....	2 163	1 127 570	189 329	43 936	9 033	26.5	10.6
442299	All other home furnishings stores .....	19 507	22 258 627	2 844 147	670 464	182 483	11.8	5.4
443	Electronics and appliance stores .....	46 779	82 228 017	9 329 827	2 266 720	391 015	10.8	6.5
4431	Electronics and appliance stores .....	46 779	82 228 017	9 329 827	2 266 720	391 015	10.8	6.5
44311	Appliance, television, and other electronics stores .....	33 866	62 378 568	7 063 402	1 710 160	297 338	10.6	5.7
443111	Household appliance stores .....	10 330	13 927 911	1 776 454	423 131	69 168	16.1	6.1
443112	Radio, television, and other electronics stores .....	23 536	48 450 657	5 286 948	1 287 029	228 170	9.0	5.5
44312	Computer and software stores .....	10 134	16 695 567	1 832 465	452 439	73 935	11.8	10.0
443120	Computer and software stores .....	10 134	16 695 567	1 832 465	452 439	73 935	11.8	10.0
44313	Camera and photographic supplies stores .....	2 779	3 153 882	433 960	104 121	19 742	9.6	5.5
443130	Camera and photographic supplies stores .....	2 779	3 153 882	433 960	104 121	19 742	9.6	5.5
444	Building material and garden equipment and supplies dealers .....	88 314	246 560 851	30 066 671	7 024 390	1 160 016	8.7	6.9
4441	Building material and supplies dealers .....	67 190	215 640 919	26 282 496	6 201 404	988 707	8.0	6.5
44411	Home centers .....	5 644	94 759 588	9 401 241	2 241 800	411 656	1.4	1.4
444110	Home centers .....	5 644	94 759 588	9 401 241	2 241 800	411 656	1.4	1.4
44412	Paint and wallpaper stores .....	7 857	7 987 141	1 163 183	282 385	41 720	9.2	7.6
444120	Paint and wallpaper stores .....	7 857	7 987 141	1 163 183	282 385	41 720	9.2	7.6
44413	Hardware stores .....	15 103	16 601 582	2 591 062	606 499	142 881	20.6	6.7
444130	Hardware stores .....	15 103	16 601 582	2 591 062	606 499	142 881	20.6	6.7
44419	Other building material dealers .....	38 586	96 292 608	13 127 010	3 070 720	392 450	12.2	11.4
444190	Other building material dealers .....	38 586	96 292 608	13 127 010	3 070 720	392 450	12.2	11.4
4441901	Retail lumber yards .....	9 377	35 996 161	4 238 614	979 292	132 863	13.2	7.2
4441902	All other building material dealers .....	29 209	60 296 447	8 888 396	2 091 428	259 587	11.6	14.0
4442	Lawn and garden equipment and supplies stores .....	21 124	30 919 932	3 784 175	822 986	171 309	13.7	9.9
44421	Outdoor power equipment stores .....	4 421	4 517 469	605 841	136 496	24 725	22.0	5.2
444210	Outdoor power equipment stores .....	4 421	4 517 469	605 841	136 496	24 725	22.0	5.2
44422	Nursery, garden center, and farm supply stores .....	16 703	26 402 463	3 178 334	686 490	146 584	12.3	10.7
444220	Nursery, garden center, and farm supply stores .....	16 703	26 402 463	3 178 334	686 490	146 584	12.3	10.7
445	Food and beverage stores .....	148 804	456 942 288	48 686 166	11 939 698	2 838 653	12.4	9.2
4451	Grocery stores .....	95 362	415 613 872	44 576 022	10 975 733	2 576 066	10.6	9.3
44511	Supermarkets and other grocery (except convenience) stores .....	66 150	395 233 897	42 790 166	10 547 931	2 437 750	8.8	9.0
445110	Supermarkets and other grocery (except convenience) stores .....	66 150	395 233 897	42 790 166	10 547 931	2 437 750	8.8	9.0
44512	Convenience stores .....	29 212	20 379 975	1 785 856	427 802	138 316	45.1	15.9
445120	Convenience stores .....	29 212	20 379 975	1 785 856	427 802	138 316	45.1	15.9
4452	Specialty food stores .....	24 485	13 081 990	2 042 205	475 396	129 552	34.0	10.1
44521	Meat markets .....	5 848	4 423 938	574 362	135 865	35 597	34.1	7.8
445210	Meat markets .....	5 848	4 423 938	574 362	135 865	35 597	34.1	7.8
44522	Fish and seafood markets .....	2 042	1 501 257	170 428	39 021	9 902	31.0	6.2
445220	Fish and seafood markets .....	2 042	1 501 257	170 428	39 021	9 902	31.0	6.2
44523	Fruit and vegetable markets .....	3 239	2 770 917	316 098	69 201	18 983	38.5	9.7
445230	Fruit and vegetable markets .....	3 239	2 770 917	316 098	69 201	18 983	38.5	9.7
44529	Other specialty food stores .....	13 356	4 385 878	981 317	231 309	65 070	32.1	13.9
445291	Baked goods stores .....	4 511	1 395 372	499 246	119 055	26 169	28.2	17.8
445292	Confectionery and nut stores .....	3 436	1 352 804	208 590	50 988	17 251	19.3	8.6
445299	All other specialty food stores .....	5 409	1 637 702	273 481	61 266	21 650	46.1	15.1
4453	Beer, wine, and liquor stores .....	28 957	28 246 426	2 067 939	488 569	133 035	29.9	7.2
44531	Beer, wine, and liquor stores .....	28 957	28 246 426	2 067 939	488 569	133 035	29.9	7.2
445310	Beer, wine, and liquor stores .....	28 957	28 246 426	2 067 939	488 569	133 035	29.9	7.2

See footnotes at end of table.

**Table 1. Summary Statistics for the United States: 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	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>44-45</b>	<b>Retail trade—Con.</b>							
446	Health and personal care stores .....	81 797	177 947 091	20 266 157	4 807 427	1 024 429	18.5	3.7
4461	Health and personal care stores .....	81 797	177 947 091	20 266 157	4 807 427	1 024 429	18.5	3.7
44611	Pharmacies and drug stores .....	40 234	153 748 566	15 477 928	3 651 934	783 392	18.4	3.0
446110	Pharmacies and drug stores .....	40 234	153 748 566	15 477 928	3 651 934	783 392	18.4	3.0
4461101	Pharmacies and drug stores .....	39 121	152 728 021	15 338 152	3 617 706	774 775	18.4	3.0
4461102	Proprietary stores .....	1 113	1 020 545	139 776	34 228	8 617	21.0	6.9
44612	Cosmetics, beauty supplies, and perfume stores .....	10 796	6 281 436	919 109	220 398	75 836	16.6	6.4
446120	Cosmetics, beauty supplies, and perfume stores .....	10 796	6 281 436	919 109	220 398	75 836	16.6	6.4
44613	Optical goods stores .....	13 037	6 649 362	1 629 817	403 685	70 175	17.7	9.6
446130	Optical goods stores .....	13 037	6 649 362	1 629 817	403 685	70 175	17.7	9.6
44619	Other health and personal care stores .....	17 730	11 267 727	2 239 303	531 410	95 026	21.4	8.5
446191	Food (health) supplement stores .....	9 526	4 654 310	691 020	167 843	46 897	23.5	6.7
446199	All other health and personal care stores .....	8 204	6 613 417	1 548 283	363 567	48 129	19.8	9.7
447	Gasoline stations .....	121 446	249 141 412	13 700 950	3 319 818	926 792	20.0	10.2
4471	Gasoline stations .....	121 446	249 141 412	13 700 950	3 319 818	926 792	20.0	10.2
44711	Gasoline stations with convenience stores .....	93 691	186 735 177	10 091 473	2 443 501	722 047	18.3	10.1
447110	Gasoline stations with convenience stores .....	93 691	186 735 177	10 091 473	2 443 501	722 047	18.3	10.1
44719	Other gasoline stations .....	27 755	62 406 235	3 609 477	876 317	204 745	24.9	10.4
447190	Other gasoline stations .....	27 755	62 406 235	3 609 477	876 317	204 745	24.9	10.4
448	Clothing and clothing accessories stores .....	149 810	167 934 068	21 391 100	5 160 333	1 426 573	10.7	5.9
4481	Clothing stores .....	90 954	120 130 689	15 017 689	3 587 750	1 062 523	9.4	5.8
44811	Men's clothing stores .....	9 437	7 914 715	1 272 374	304 828	62 223	22.2	10.0
448110	Men's clothing stores .....	9 437	7 914 715	1 272 374	304 828	62 223	22.2	10.0
44812	Women's clothing stores .....	33 955	30 594 591	3 790 125	909 598	293 840	13.3	9.6
448120	Women's clothing stores .....	33 955	30 594 591	3 790 125	909 598	293 840	13.3	9.6
44813	Children's and infants' clothing stores .....	6 558	7 082 266	784 561	183 929	67 010	10.1	2.5
448130	Children's and infants' clothing stores .....	6 558	7 082 266	784 561	183 929	67 010	10.1	2.5
44814	Family clothing stores .....	24 539	63 852 108	7 441 014	1 773 822	522 164	4.5	3.7
448140	Family clothing stores .....	24 539	63 852 108	7 441 014	1 773 822	522 164	4.5	3.7
44815	Clothing accessories stores .....	5 810	2 731 046	460 493	108 792	26 669	15.3	5.4
448150	Clothing accessories stores .....	5 810	2 731 046	460 493	108 792	26 669	15.3	5.4
44819	Other clothing stores .....	10 655	7 955 963	1 269 122	306 781	90 617	18.3	7.4
448190	Other clothing stores .....	10 655	7 955 963	1 269 122	306 781	90 617	18.3	7.4
4482	Shoe stores .....	28 499	22 955 111	2 681 315	656 289	205 067	7.9	6.6
44821	Shoe stores .....	28 499	22 955 111	2 681 315	656 289	205 067	7.9	6.6
448210	Shoe stores .....	28 499	22 955 111	2 681 315	656 289	205 067	7.9	6.6
4482101	Men's shoe stores .....	1 622	965 889	142 100	35 909	6 886	10.9	12.2
4482102	Women's shoe stores .....	3 146	1 985 156	287 776	70 952	24 236	13.8	10.9
4482103	Children's and juveniles' shoe stores .....	1 078	585 243	86 562	21 672	6 268	7.2	2.4
4482104	Family shoe stores .....	16 569	12 179 976	1 409 390	347 992	104 277	8.1	8.0
4482105	Athletic footwear stores .....	6 084	7 238 847	755 487	179 764	63 400	5.7	2.8
4483	Jewelry, luggage, and leather goods stores .....	30 357	24 848 268	3 692 096	916 294	158 983	19.7	5.6
44831	Jewelry stores .....	28 625	23 304 320	3 483 351	864 967	148 752	20.3	5.4
448310	Jewelry stores .....	28 625	23 304 320	3 483 351	864 967	148 752	20.3	5.4
44832	Luggage and leather goods stores .....	1 732	1 543 948	208 745	51 327	10 231	11.4	7.9
448320	Luggage and leather goods stores .....	1 732	1 543 948	208 745	51 327	10 231	11.4	7.9
451	Sporting goods, hobby, book, and music stores .....	62 236	73 212 205	8 703 271	2 104 435	611 144	11.7	5.0
4511	Sporting goods, hobby, and musical instrument stores .....	42 542	50 116 683	6 086 564	1 455 889	407 111	13.1	5.1
45111	Sporting goods stores .....	22 239	25 007 062	3 015 429	717 975	188 091	15.3	6.4
451110	Sporting goods stores .....	22 239	25 007 062	3 015 429	717 975	188 091	15.3	6.4
4511101	General-line sporting goods stores .....	6 838	12 927 972	1 406 928	339 309	91 651	10.2	4.0
4511102	Specialty-line sporting goods stores .....	15 401	12 079 090	1 608 501	378 666	96 440	20.7	9.1
45112	Hobby, toy, and game stores .....	10 392	16 194 791	1 790 547	420 014	145 065	8.7	3.2
451120	Hobby, toy, and game stores .....	10 392	16 194 791	1 790 547	420 014	145 065	8.7	3.2
45113	Sewing, needlework, and piece goods stores .....	5 427	3 911 957	530 494	133 571	40 036	13.0	3.6
451130	Sewing, needlework, and piece goods stores .....	5 427	3 911 957	530 494	133 571	40 036	13.0	3.6
45114	Musical instrument and supplies stores .....	4 484	5 002 873	750 094	184 329	33 919	16.9	5.3
451140	Musical instrument and supplies stores .....	4 484	5 002 873	750 094	184 329	33 919	16.9	5.3
4512	Book, periodical, and music stores .....	19 694	23 095 522	2 616 707	648 546	204 033	8.6	4.9
45121	Book stores and news dealers .....	12 707	15 869 900	1 874 513	464 845	141 386	8.7	2.9
451211	Book stores .....	10 860	15 060 984	1 763 155	437 755	133 484	7.2	2.6
4512111	Book stores, general .....	6 326	9 482 047	1 159 807	281 871	86 302	7.4	2.5
4512112	Specialty book stores .....	2 695	1 552 806	225 531	54 777	20 306	14.6	4.2
4512113	College book stores .....	1 839	4 026 131	377 817	101 107	26 876	3.8	2.3
451212	News dealers and newsstands .....	1 847	808 916	7 111 358	27 090	7 902	36.3	8.1
45122	Prerecorded tape, compact disc, and record stores .....	6 987	7 225 622	742 194	183 701	62 647	8.5	9.3
451220	Prerecorded tape, compact disc, and record stores .....	6 987	7 225 622	742 194	183 701	62 647	8.5	9.3
452	General merchandise stores .....	40 723	445 224 985	42 647 485	10 282 917	2 524 729	.7	.7
4521	Department stores .....	9 355	220 742 882	23 413 380	5 748 220	1 430 768	—	.3
45210009	Department stores (incl. leased depts.) <sup>3</sup> .....	9 355	227 772 185	23 413 380	5 748 220	1 430 768	—	.3
45211	Department stores .....	9 355	220 742 882	23 413 380	5 748 220	1 430 768	—	.3
45211009	Department stores (incl. leased depts.) <sup>3</sup> .....	9 355	227 772 185	23 413 380	5 748 220	1 430 768	—	.3
452111	Department stores (except discount department stores) .....	3 705	86 856 708	10 815 513	2 687 021	668 459	—	.6
45211109	Department stores (except discount department stores) (inc. leased depts.) <sup>3</sup> .....	3 705	90 227 530	10 815 513	2 687 021	668 459	—	.6
452112	Discount department stores .....	5 650	133 886 174	12 597 867	3 061 199	762 309	—	.1
45211209	Discount department stores (incl. leased depts.) <sup>3</sup> .....	5 650	137 544 655	12 597 867	3 061 199	762 309	—	.1
4529	Other general merchandise stores .....	31 368	224 482 103	19 234 105	4 534 697	1 093 961	1.3	1.1
45291	Warehouse clubs and supercenters .....	2 912	191 252 396	15 770 197	3 701 387	830 845	—	.1
452910	Warehouse clubs and supercenters .....	2 912	191 252 396	15 770 197	3 701 387	830 845	—	.1
45299	All other general merchandise stores .....	28 456	33 229 707	3 463 908	833 310	263 116	8.5	6.6
452990	All other general merchandise stores .....	28 456	33 229 707	3 463 908	833 310	263 116	8.5	6.6
4529901	Variety stores .....	18 182	16 179 421	1 606 571	374 697	130 375	6.3	3.7
4529904	Miscellaneous general merchandise stores .....	10 274	17 050 286	1 857 337	458 613	132 741	10.6	9.4

See footnotes at end of table.



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NAICS code	Kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers.....	129 464	90 811 742	12 835 393	3 057 357	792 361	20.2	8.6
4531	Florists .....	22 750	6 624 783	1 493 387	365 969	114 186	34.3	9.0
45311	Florists .....	22 750	6 624 783	1 493 387	365 969	114 186	34.3	9.0
453110	Florists .....	22 750	6 624 783	1 493 387	365 969	114 186	34.3	9.0
4532	Office supplies, stationery, and gift stores .....	44 356	36 618 807	4 645 585	1 117 937	318 087	13.8	7.0
45321	Office supplies and stationery stores .....	8 561	20 617 623	2 214 170	552 392	111 381	3.9	2.2
453210	Office supplies and stationery stores .....	8 561	20 617 623	2 214 170	552 392	111 381	3.9	2.2
45322	Gift, novelty, and souvenir stores .....	35 795	16 001 184	2 431 415	565 545	206 706	26.5	13.3
453220	Gift, novelty, and souvenir stores .....	35 795	16 001 184	2 431 415	565 545	206 706	26.5	13.3
4533	Used merchandise stores .....	18 132	7 767 350	1 737 101	415 736	116 596	23.2	10.9
45331	Used merchandise stores .....	18 132	7 767 350	1 737 101	415 736	116 596	23.2	10.9
453310	Used merchandise stores .....	18 132	7 767 350	1 737 101	415 736	116 596	23.2	10.9
4539	Other miscellaneous store retailers .....	44 226	39 800 802	4 959 320	1 157 715	243 492	23.3	9.4
45391	Pet and pet supplies stores .....	7 626	7 592 596	1 024 916	232 440	73 536	14.3	5.7
453910	Pet and pet supplies stores .....	7 626	7 592 596	1 024 916	232 440	73 536	14.3	5.7
45392	Art dealers .....	6 328	4 236 526	631 558	165 885	21 923	30.6	6.6
453920	Art dealers .....	6 328	4 236 526	631 558	165 885	21 923	30.6	6.6
45393	Manufactured (mobile) home dealers .....	5 553	9 509 409	882 555	209 749	32 033	23.5	9.0
453930	Manufactured (mobile) home dealers .....	5 553	9 509 409	882 555	209 749	32 033	23.5	9.0
45399	All other miscellaneous store retailers.....	24 719	18 462 271	2 420 291	549 641	116 000	25.2	11.8
453991	Tobacco stores .....	6 184	6 527 871	388 710	92 447	25 782	24.5	11.8
453998	All other miscellaneous store retailers (except tobacco stores).....	18 535	11 934 400	2 031 581	457 194	90 218	25.6	11.8
454	Nonstore retailers .....	54 921	172 864 966	17 094 498	4 271 657	571 438	8.9	5.7
4541	Electronic shopping and mail-order houses .....	15 910	120 728 725	8 929 933	2 258 268	269 252	6.1	4.9
45411	Electronic shopping .....	15 910	120 728 725	8 929 933	2 258 268	269 252	6.1	4.9
454111	Electronic shopping .....	5 498	24 057 284	1 672 540	404 158	51 049	7.4	3.8
454112	Electronic auctions .....	95	903 901	468 889	149 225	2 899	3.3	1.1
454113	Mail-order houses .....	10 317	95 767 540	6 788 504	1 704 885	215 304	5.8	5.2
4542	Vending machine operators .....	5 921	7 048 506	1 393 137	342 031	60 520	19.3	7.7
45421	Vending machine operators .....	5 921	7 048 506	1 393 137	342 031	60 520	19.3	7.7
454210	Vending machine operators .....	5 921	7 048 506	1 393 137	342 031	60 520	19.3	7.7
4543	Direct selling establishments.....	33 090	45 087 735	6 771 428	1 671 358	241 666	14.7	7.7
45431	Fuel dealers .....	11 079	23 609 510	3 099 852	791 308	98 574	12.4	8.3
454311	Heating oil dealers .....	4 672	14 259 058	1 708 778	437 208	50 109	14.2	6.0
454312	Liquefied petroleum gas (bottled gas) dealers .....	6 203	9 286 126	1 382 109	352 007	47 946	9.3	11.7
454319	Other fuel dealers .....	204	64 326	8 965	2 093	519	55.4	6.2
45439	Other direct selling establishments .....	22 011	21 478 225	3 671 576	880 050	143 092	17.1	7.1
454390	Other direct selling establishments .....	22 011	21 478 225	3 671 576	880 050	143 092	17.1	7.1
4543901	Direct selling, furniture, home furnishings, electronics, and appliances .....	5 885	5 423 788	901 119	212 795	36 192	15.9	7.9
4543902	Direct selling, books, periodicals, videos, and compact discs .....	1 336	1 299 286	190 450	46 279	10 058	16.8	6.3
4543903	Direct selling, other merchandise .....	14 790	14 755 151	2 580 007	620 976	96 842	17.6	6.9

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

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

<sup>3</sup>Data 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

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### **ANNUAL PAYROLL**

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

### **ESTABLISHMENTS**

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

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

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

### **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

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

## **SALES**

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

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

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

# Appendix B.

## NAICS Codes, Titles, and Descriptions

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### 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

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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).

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#### **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:

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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.



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## **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.

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#### **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.

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#### **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.

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#### **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.

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#### **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.

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#### **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.

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#### **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.



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## **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.

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#### **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.

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#### **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.

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## **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.

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### **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.

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## **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.

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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.



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## **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.



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### **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.

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#### **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

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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.

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### **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

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### SOURCES OF THE DATA

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

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

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

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

A more detailed examination of census methodology is presented in the *History of the Economic Census* at [www.census.gov/econ/www/history.html](http://www.census.gov/econ/www/history.html).

### INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

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

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

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

### **RELIABILITY OF DATA**

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

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

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

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

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

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

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

### **TREATMENT OF NONRESPONSE**

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

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

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

#### **DISCLOSURE**

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

# Appendix D. Geographic Notes

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Not applicable for this report.



# Appendix E. Metropolitan and Micropolitan Statistical Areas

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Not applicable for this report.

