

Nebraska

1997

Issued December 1999

EC97R44A-NE

1997 Economic Census

Retail Trade

Geographic Area Series



U.S. CENSUS BUREAU

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Economics and Statistics Administration
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Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

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

ALL-NEW INDUSTRY CLASSIFICATIONS

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

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information

52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Foodservices
81	Other Services (except Public Administration)

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

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

RELATIONSHIP TO SIC

While many of the individual NAICS industries correspond directly to industries as defined under the SIC system, most of the higher level groupings do not. Particular care should be taken in comparing data for retail trade, wholesale trade, and manufacturing, which are sector titles used in both NAICS and SIC, but cover somewhat different groups of industries. The industry definitions discuss the relationships between NAICS and SIC industries. Where changes are significant, it will not be possible to construct time series that include data for points both before and after 1997.

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

GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for the states, metropolitan areas (MAs), counties, parishes, and corporate municipalities including cities, towns, villages, and boroughs. Respondents were

required to report their physical location (street address, municipality, county, and state) if it differed from their mailing address. For establishments not surveyed by mail (and those single-establishment companies that did not provide acceptable information on physical location), location information from Internal Revenue Service tax forms is used as a basis for coding.

BASIS OF REPORTING

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company.

DOLLAR VALUES

All dollar values presented are expressed in current dollars; i.e., 1997 data are expressed in 1997 dollars, and 1992 data, in 1992 dollars. Consequently, when making comparisons with prior years, users of the data should consider the changes in prices that have occurred.

All dollar values are shown in thousands of dollars.

AVAILABILITY OF ADDITIONAL DATA

Reports in Print and Electronic Media

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

Special Tabulations

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

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

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

HISTORICAL INFORMATION

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

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

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

The range of industries covered in the economic censuses expanded between 1967 and 1992. The census of construction industries began on a regular basis in 1967, and the scope of service industries, introduced in 1933, was broadened in 1967, 1977, and 1987. While a few transportation industries were covered as early as 1963, it was not until 1992 that the census broadened to include all of transportation, communications, and utilities. Also new for 1992 was coverage of financial, insurance, and real estate industries. With these additions, the economic census and the separate census of governments and census of agriculture collectively covered roughly 98 percent of all economic activity.

Printed statistical reports from the 1992 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. All of the census reports printed since 1967 are still available for sale on microfiche from the Census Bureau. CD-ROMs issued from the 1987 and 1992 Economic Censuses contain databases including nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for each of the economic censuses and related surveys is published in the *Guide to the 1997 Economic Census and Related Statistics* at www.census.gov/econguide. More information on the methodology, procedures, and history of the censuses will be published in the *History of the 1997 Economic Census* at www.census.gov/econ/www/history.html.

ABBREVIATIONS AND SYMBOLS

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

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

V	Represents less than 50 vehicles or .05 percent.
X	Not applicable.
Y	Disclosure withheld because of insufficient coverage of merchandise lines.
Z	Less than half the unit shown.
a	0 to 19 employees.
b	20 to 99 employees.
c	100 to 249 employees.
e	250 to 499 employees.
f	500 to 999 employees.
g	1,000 to 2,499 employees.
h	2,500 to 4,999 employees.
i	5,000 to 9,999 employees.
j	10,000 to 24,999 employees.
k	25,000 to 49,999 employees.
l	50,000 to 99,999 employees.
m	100,000 employees or more.
p	10 to 19 percent estimated.
q	20 to 29 percent estimated.
r	Revised.
s	Sampling error exceeds 40 percent.
nec	Not elsewhere classified.
nsk	Not specified by kind.
–	Represents zero (page image/print only).
(CC)	Consolidated city.
(IC)	Independent city.

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Retail Trade

SCOPE

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

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

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

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

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

GENERAL

A list of publications that provide statistics on sector 44-45 follows.

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

Each state report presents general statistics for establishments with payroll including number of establishments, sales, payroll, and employment by kind of business for the state, metropolitan areas (MAs), counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas.

The United States report presents data for the United States as a whole for establishments with payroll for detailed kind-of-business classifications.

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

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

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

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

GEOGRAPHIC AREAS COVERED

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

1. The United States as a whole.
2. States and the District of Columbia.
3. Consolidated metropolitan statistical areas (CMSAs) and primary metropolitan statistical areas (PMSAs) defined by the Office of Management and Budget (OMB) as of June 30, 1997. A CMSA is an area used to facilitate the presentation and analysis of data for large concentrations of metropolitan populations. It includes two or more contiguous PMSAs which have a population of at least 1,000,000 (according to the

1990 Census of Population or subsequent special census) and which meet specific criteria of urban character and of social and economic integration.

4. Metropolitan statistical areas (MSAs) defined by the OMB as of June 30, 1997. An MSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants (according to the 1990 Census of Population or subsequent special census). Each MSA consists of one or more counties meeting standards of metropolitan character. In New England, cities and towns rather than counties are the component geographic units.
5. Areas within the state outside metropolitan areas (MAs).
6. Counties and county equivalents defined as of January 1, 1997. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs and census areas. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
7. Consolidated cities defined as of January 1, 1997. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
8. Municipalities of 2,500 inhabitants or more defined as of January 1, 1997. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 1990 Census of Population or subsequent special census. For the economic census, boroughs and census areas in Alaska and boroughs in New York are not included in this category.

9. Special economic urban areas (SEUAs), which include townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 1990 Census of Population or subsequent special census).

COMPARABILITY OF THE 1992 AND 1997 CENSUSES

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

DISCLOSURE

In accordance with Federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts annual and monthly surveys on retail trade. These surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county.

Table 1. Summary Statistics for the State: 1997

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—		
							From administrative records ¹	Estimated ²	
	NEBRASKA								
44-45	Retail trade	8 295	16 529 333	1 554 621	367 366	102 684	10.7	4.2	
441	Motor vehicle & parts dealers	1 055	3 973 161	302 830	69 950	11 353	15.5	5.1	
4411	Automobile dealers	473	3 392 626	218 331	50 437	7 375	16.4	5.0	
44111	New car dealers	267	3 155 814	203 605	46 994	6 659	15.5	5.1	
441110	New car dealers	267	3 155 814	203 605	46 994	6 659	15.5	5.1	
44112	Used car dealers	206	236 812	14 726	3 443	716	28.0	3.5	
441120	Used car dealers	206	236 812	14 726	3 443	716	28.0	3.5	
4412	Other motor vehicle dealers	85	125 892	11 051	2 300	480	13.7	3.0	
44121	Recreational vehicle dealers	21	50 490	4 344	838	159	11.3	6.3	
441210	Recreational vehicle dealers	21	50 490	4 344	838	159	11.3	6.3	
44122	Motorcycle, boat, & other motor vehicle dealers	64	75 402	6 707	1 462	321	15.3	.9	
441221	Motorcycle dealers	30	42 085	3 631	823	177	13.1	.1	
441222	Boat dealers	24	29 020	2 647	546	118	20.7	1.7	
441229	All other motor vehicle dealers	10	4 297	429	93	26	.8	2.7	
4413	Automotive parts, accessories, & tire stores	497	454 643	73 448	17 213	3 498	9.2	7.0	
44131	Automotive parts & accessories stores	361	325 231	49 601	11 802	2 500	9.4	4.3	
441310	Automotive parts & accessories stores	361	325 231	49 601	11 802	2 500	9.4	4.3	
44132	Tire dealers	136	129 412	23 847	5 411	998	8.9	13.8	
441320	Tire dealers	136	129 412	23 847	5 411	998	8.9	13.8	
442	Furniture & home furnishings stores	328	734 973	66 739	15 606	3 301	6.8	1.8	
4421	Furniture stores	145	601 992	45 552	10 681	2 171	4.9	1.3	
44211	Furniture stores	145	601 992	45 552	10 681	2 171	4.9	1.3	
442110	Furniture stores	145	601 992	45 552	10 681	2 171	4.9	1.3	
4422	Home furnishings stores	183	132 981	21 187	4 925	1 130	15.6	4.4	
44221	Floor covering stores	92	94 853	15 498	3 696	653	16.4	2.0	
442210	Floor covering stores	92	94 853	15 498	3 696	653	16.4	2.0	
44229	Other home furnishings stores	91	38 128	5 689	1 229	477	13.6	10.3	
442291	Window treatment stores	18	3 091	446	103	40	25.5	.8	
442299	All other home furnishings stores	73	35 037	5 243	1 126	437	12.6	11.1	
443	Electronics & appliance stores	301	347 094	38 783	9 279	2 206	14.0	3.3	
4431	Electronics & appliance stores	301	347 094	38 783	9 279	2 206	14.0	3.3	
44311	Appliance, television, & other electronics stores	206	241 724	25 201	5 943	1 571	10.5	2.9	
443111	Household appliance stores	98	64 242	7 844	1 866	484	26.6	4.7	
443112	Radio, television, & other electronics stores	108	177 482	17 357	4 077	1 087	4.7	2.3	
44312	Computer & software stores	87	97 503	12 633	3 110	584	23.7	4.4	
443120	Computer & software stores	87	97 503	12 633	3 110	584	23.7	4.4	
44313	Camera & photographic supplies stores	8	7 867	949	226	51	1.5	—	
443130	Camera & photographic supplies stores	8	7 867	949	226	51	1.5	—	
444	Building material & garden equipment & supplies dealers	1 083	1 993 154	203 689	47 449	9 950	6.9	2.5	
4441	Building material & supplies dealers	727	1 259 129	142 945	34 617	7 132	8.0	1.1	
44411	Home centers	32	253 293	21 982	5 709	1 559	2.3	.2	
444110	Home centers	32	253 293	21 982	5 709	1 559	2.3	.2	
44412	Paint & wallpaper stores	46	30 189	3 540	888	199	1.1	—	
444120	Paint & wallpaper stores	46	30 189	3 540	888	199	1.1	—	
44413	Hardware stores	194	116 255	15 260	3 479	1 230	31.0	2.2	
444130	Hardware stores	194	116 255	15 260	3 479	1 230	31.0	2.2	
44419	Other building material dealers	455	859 392	102 163	24 541	4 144	6.8	1.2	
444190	Other building material dealers	455	859 392	102 163	24 541	4 144	6.8	1.2	
4442	Lawn & garden equipment & supplies stores	356	734 025	60 744	12 832	2 818	5.1	5.0	
44421	Outdoor power equipment stores	53	69 035	8 350	1 716	405	7.1	.5	
444210	Outdoor power equipment stores	53	69 035	8 350	1 716	405	7.1	.5	
44422	Nursery & garden centers	303	664 990	52 394	11 116	2 413	4.9	5.5	
444220	Nursery & garden centers	303	664 990	52 394	11 116	2 413	4.9	5.5	
445	Food & beverage stores	936	2 284 888	226 673	53 482	20 126	13.2	4.0	
4451	Grocery stores	593	2 164 763	213 215	50 402	18 668	12.0	3.8	
44511	Supermarkets & other grocery (except convenience) stores	529	2 118 443	209 179	49 473	18 259	11.4	3.7	
445110	Supermarkets & other grocery (except convenience) stores	529	2 118 443	209 179	49 473	18 259	11.4	3.7	
44512	Convenience stores	64	46 320	4 036	929	409	42.5	8.2	
445120	Convenience stores	64	46 320	4 036	929	409	42.5	8.2	
4452	Specialty food stores	144	33 444	6 524	1 515	684	28.2	4.9	
4453	Beer, wine, & liquor stores	199	86 681	6 934	1 565	774	36.6	8.3	
44531	Beer, wine, & liquor stores	199	86 681	6 934	1 565	774	36.6	8.3	
445310	Beer, wine, & liquor stores	199	86 681	6 934	1 565	774	36.6	8.3	
446	Health & personal care stores	547	653 431	79 286	18 920	5 656	21.9	9.9	
4461	Health & personal care stores	547	653 431	79 286	18 920	5 656	21.9	9.9	
44611	Pharmacies & drug stores	330	567 870	63 597	15 406	4 662	23.4	9.7	
446110	Pharmacies & drug stores	330	567 870	63 597	15 406	4 662	23.4	9.7	
4461101	Pharmacies & drug stores	322	563 160	62 533	15 172	4 612	23.6	9.6	
4461102	Proprietary stores	8	4 710	1 064	234	50	1.6	23.9	
44612	Cosmetics, beauty supplies, & perfume stores	36	19 758	2 618	621	239	4.3	3.2	
446120	Cosmetics, beauty supplies, & perfume stores	36	19 758	2 618	621	239	4.3	3.2	
44613	Optical goods stores	95	31 651	6 958	1 557	414	16.1	9.2	
446130	Optical goods stores	95	31 651	6 958	1 557	414	16.1	9.2	
44619	Other health & personal care stores	86	34 152	6 113	1 336	341	13.3	18.0	
446191	Food (health) supplement stores	41	16 176	2 272	520	213	10.4	31.9	
446199	All other health & personal care stores	45	17 976	3 841	816	128	15.8	5.5	

See footnotes at end of table.

RETAIL TRADE—GEOG. AREA SERIES**NEBRASKA 7**

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
NEBRASKA—Con.								
44-45 Retail trade—Con.								
447	Gasoline stations	1 129	1 488 262	101 104	23 408	8 602	15.4	10.6
4471	Gasoline stations	1 129	1 488 262	101 104	23 408	8 602	15.4	10.6
44711	Gasoline stations with convenience stores	738	937 640	60 857	14 071	5 592	10.2	14.5
447110	Gasoline stations with convenience stores	738	937 640	60 857	14 071	5 592	10.2	14.5
44719	Other gasoline stations	391	550 622	40 247	9 337	3 010	24.1	3.9
447190	Other gasoline stations	391	550 622	40 247	9 337	3 010	24.1	3.9
448	Clothing & clothing accessories stores	938	620 194	78 396	18 747	7 016	9.8	4.4
4481	Clothing stores	585	393 349	47 968	11 331	4 783	10.0	5.4
44811	Men's clothing stores	73	41 090	7 300	1 595	435	19.2	12.0
448110	Men's clothing stores	73	41 090	7 300	1 595	435	19.2	12.0
44812	Women's clothing stores	248	117 356	14 833	3 641	1 713	15.7	8.5
448120	Women's clothing stores	248	117 356	14 833	3 641	1 713	15.7	8.5
44813	Children's & infants' clothing stores	18	10 213	970	237	110	5.9	4.6
448130	Children's & infants' clothing stores	18	10 213	970	237	110	5.9	4.6
44814	Family clothing stores	150	194 280	20 799	4 850	2 063	5.4	1.8
448140	Family clothing stores	150	194 280	20 799	4 850	2 063	5.4	1.8
44815	Clothing accessories stores	36	7 579	1 250	307	150	8.9	8.5
448150	Clothing accessories stores	36	7 579	1 250	307	150	8.9	8.5
44819	Other clothing stores	60	22 831	2 816	701	312	5.6	7.0
448190	Other clothing stores	60	22 831	2 816	701	312	5.6	7.0
4482	Shoe stores	198	96 556	11 528	2 726	1 063	7.4	2.9
44821	Shoe stores	198	96 556	11 528	2 726	1 063	7.4	2.9
448210	Shoe stores	198	96 556	11 528	2 726	1 063	7.4	2.9
4482101	Men's shoe stores	10	3 787	500	113	30	—	—
4482102	Women's shoe stores	22	6 596	951	226	107	1.8	29.7
4482103	Children's & juveniles' shoe stores	4	1 493	261	61	32	24.4	—
4482104	Family shoe stores	133	59 030	6 985	1 689	623	11.2	1.3
4482105	Athletic footwear stores	29	25 650	2 831	637	271	—	.2
4483	Jewelry, luggage, & leather goods stores	155	130 289	18 900	4 690	1 170	10.9	2.7
44831	Jewelry stores	150	127 821	18 548	4 624	1 142	11.1	2.5
448310	Jewelry stores	150	127 821	18 548	4 624	1 142	11.1	2.5
44832	Luggage & leather goods stores	5	2 468	352	66	28	—	15.5
448320	Luggage & leather goods stores	5	2 468	352	66	28	—	15.5
451	Sporting goods, hobby, book, & music stores	467	365 419	42 478	9 746	3 899	10.5	6.1
4511	Sporting goods, hobby, & musical instrument stores ..	325	255 239	30 982	7 166	2 565	12.8	2.8
45111	Sporting goods stores	167	136 268	16 437	3 674	1 236	15.1	3.9
451110	Sporting goods stores	167	136 268	16 437	3 674	1 236	15.1	3.9
4511101	General-line sporting goods stores	51	71 325	7 582	1 698	566	9.8	3.5
4511102	Specialty-line sporting goods stores	116	64 943	8 855	1 976	670	20.8	4.4
45112	Hobby, toy, & game stores	77	87 660	9 501	2 246	877	10.9	.4
451120	Hobby, toy, & game stores	77	87 660	9 501	2 246	877	10.9	.4
45113	Sewing, needlework, & piece goods stores	50	11 958	1 633	429	258	12.3	8.8
451130	Sewing, needlework, & piece goods stores	50	11 958	1 633	429	258	12.3	8.8
45114	Musical instrument & supplies stores	31	19 353	3 411	817	194	5.2	1.6
451140	Musical instrument & supplies stores	31	19 353	3 411	817	194	5.2	1.6
4512	Book, periodical, & music stores	142	110 180	11 496	2 580	1 334	5.3	13.7
45121	Book stores & news dealers	89	74 178	7 831	1 813	994	4.8	4.5
451211	Book stores	83	72 261	7 579	1 748	931	4.7	3.4
4512111	Book stores, general	46	35 617	3 992	916	534	2.6	5.2
4512112	Specialty book stores	17	10 277	1 277	246	110	23.8	—
4512113	College book stores	20	26 367	2 310	586	287	—	2.3
451212	News dealers & newsstands	6	1 917	252	65	63	8.7	45.5
45122	Prerecorded tape, compact disc, & record stores ...	53	36 002	3 665	767	340	6.4	32.6
451220	Prerecorded tape, compact disc, & record stores ...	53	36 002	3 665	767	340	6.4	32.6
452	General merchandise stores	299	2 199 033	205 273	48 721	18 531	.5	.1
4521	Department stores (incl leased depts) ##	71	1 335 682	N	N	N	—	—
45211	Department stores (incl leased depts) ##	71	1 335 682	N	N	N	—	—
4521	Department stores (excl leased depts)	71	1 321 297	129 659	31 294	11 321	—	—
45211	Department stores (excl leased depts)	71	1 321 297	129 659	31 294	11 321	—	—
452110	Department stores (excl leased depts)	71	1 321 297	129 659	31 294	11 321	—	—
4521101	Conventional department stores (excl leased depts)	14	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	46	886 045	78 789	19 173	6 959	—	—
4521103	National chain department stores (excl leased depts)	11	D	D	D	g	D	D
4529	Other general merchandise stores	228	877 736	75 614	17 427	7 210	1.3	.3
45291	Warehouse clubs & superstores	13	559 359	44 838	10 387	4 007	—	—
452910	Warehouse clubs & superstores	13	559 359	44 838	10 387	4 007	—	—
45299	All other general merchandise stores	215	318 377	30 776	7 040	3 203	3.7	.7
452990	All other general merchandise stores	215	318 377	30 776	7 040	3 203	3.7	.7
4529901	Variety stores	74	D	D	D	f	D	D
4529902	Catalog showrooms	2	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	139	274 140	25 485	5 789	2 562	3.2	.2

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
NEBRASKA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	900	395 668	53 645	12 414	5 013	20.2	4.8
4531	Florists	212	43 121	9 012	2 216	1 004	39.1	4.2
45311	Florists	212	43 121	9 012	2 216	1 004	39.1	4.2
453110	Florists	212	43 121	9 012	2 216	1 004	39.1	4.2
4532	Office supplies, stationery, & gift stores	309	145 978	18 775	4 394	2 083	13.5	5.1
45321	Office supplies & stationery stores	43	65 579	6 738	1 684	498	2.6	1.5
453210	Office supplies & stationery stores	43	65 579	6 738	1 684	498	2.6	1.5
4532101	Stationery stores	6	1 453	250	51	26	40.1	3.3
4532102	Office supplies stores	37	64 126	6 488	1 633	472	1.7	1.4
45322	Gift, novelty, & souvenir stores	266	80 399	12 037	2 710	1 585	22.5	8.1
453220	Gift, novelty, & souvenir stores	266	80 399	12 037	2 710	1 585	22.5	8.1
4533	Used merchandise stores	130	29 743	6 607	1 582	661	15.7	20.5
45331	Used merchandise stores	130	29 743	6 607	1 582	661	15.7	20.5
453310	Used merchandise stores	130	29 743	6 607	1 582	661	15.7	20.5
4539	Other miscellaneous store retailers	249	176 826	19 251	4 222	1 265	21.9	2.0
45391	Pet & pet supplies stores	40	54 910	4 356	1 035	346	2.7	.6
453910	Pet & pet supplies stores	40	54 910	4 356	1 035	346	2.7	.6
45392	Art dealers	34	7 521	1 078	271	117	51.1	1.0
453920	Art dealers	34	7 521	1 078	271	117	51.1	1.0
45393	Manufactured (mobile) home dealers	31	49 435	5 375	1 085	195	40.5	4.2
453930	Manufactured (mobile) home dealers	31	49 435	5 375	1 085	195	40.5	4.2
45399	All other miscellaneous store retailers	144	64 960	8 442	1 831	607	20.5	1.6
454	Nonstore retailers	312	1 474 056	155 725	39 644	7 031	3.5	1.9
4541	Electronic shopping & mail-order houses	61	D	D	D	g	D	D
45411	Electronic shopping & mail-order houses	61	D	D	D	g	D	D
454110	Electronic shopping & mail-order houses	61	D	D	D	g	D	D
4542	Vending machine operators	42	D	D	D	f	D	D
45421	Vending machine operators	42	D	D	D	f	D	D
454210	Vending machine operators	42	D	D	D	f	D	D
4543	Direct selling establishments	209	607 910	93 801	24 648	4 626	6.0	1.2
45431	Fuel dealers	84	86 962	7 864	1 845	418	35.4	3.3
454311	Heating oil dealers	22	25 228	1 803	414	101	6.7	—
454312	Liquefied petroleum gas (bottled gas) dealers	62	61 734	6 061	1 431	317	47.1	4.7
45439	Other direct selling establishments	125	520 948	85 937	22 803	4 208	1.1	.8
454390	Other direct selling establishments	125	520 948	85 937	22 803	4 208	1.1	.8

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

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

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

Table 2. Summary Statistics for Metropolitan Areas: 1997

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
LINCOLN, NE MSA								
44-45	Retail trade	996	2 270 447	231 990	55 440	15 734	5.6	3.9
441	Motor vehicle & parts dealers	112	466 254	41 961	9 505	1 497	5.4	5.8
4411	Automobile dealers	57	395 492	31 656	7 181	1 085	5.9	4.9
44112	Used car dealers	35	55 948	3 692	841	146	15.6	.1
441120	Used car dealers	35	55 948	3 692	841	146	15.6	.1
4412	Other motor vehicle dealers	7	27 098	2 268	435	74	.4	—
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	5	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	48	43 664	8 037	1 889	338	4.7	17.3
44131	Automotive parts & accessories stores	32	27 300	4 768	1 145	222	7.6	7.2
441310	Automotive parts & accessories stores	32	27 300	4 768	1 145	222	7.6	7.2
44132	Tire dealers	16	16 364	3 269	744	116	—	34.3
441320	Tire dealers	16	16 364	3 269	744	116	—	34.3
442	Furniture & home furnishings stores	55	D	D	D	e	D	D
4421	Furniture stores	24	22 355	3 602	871	168	12.3	3.9
44211	Furniture stores	24	22 355	3 602	871	168	12.3	3.9
442110	Furniture stores	24	22 355	3 602	871	168	12.3	3.9
4422	Home furnishings stores	31	D	D	D	c	D	D
44221	Floor covering stores	14	18 951	2 150	498	93	11.2	7.4
442210	Floor covering stores	14	18 951	2 150	498	93	11.2	7.4
44229	Other home furnishings stores	17	D	D	D	b	D	D
443	Electronics & appliance stores	39	81 670	7 114	1 683	440	14.2	2.1
4431	Electronics & appliance stores	39	81 670	7 114	1 683	440	14.2	2.1
44311	Appliance, television, & other electronics stores	23	59 114	5 043	1 207	348	1.5	3.0
443112	Radio, television, & other electronics stores	14	48 017	3 744	879	275	—	1.0
44312	Computer & software stores	12	D	D	D	b	D	D
443120	Computer & software stores	12	D	D	D	b	D	D
44313	Camera & photographic supplies stores	4	D	D	D	a	D	D
443130	Camera & photographic supplies stores	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	92	231 056	24 923	6 115	1 289	1.1	2.2
4441	Building material & supplies dealers	72	209 896	21 714	5 500	1 114	1.0	2.4
44411	Home centers	4	D	D	D	e	D	D
444110	Home centers	4	D	D	D	e	D	D
44419	Other building material dealers	45	127 112	14 047	3 441	541	.5	3.9
444190	Other building material dealers	45	127 112	14 047	3 441	541	.5	3.9
4442	Lawn & garden equipment & supplies stores	20	21 160	3 209	615	175	2.6	—
44421	Outdoor power equipment stores	8	11 657	1 703	307	80	.1	—
444210	Outdoor power equipment stores	8	11 657	1 703	307	80	.1	—
44422	Nursery & garden centers	12	9 503	1 506	308	95	5.7	—
444220	Nursery & garden centers	12	9 503	1 506	308	95	5.7	—
445	Food & beverage stores	97	372 167	35 377	8 563	3 251	10.2	.8
4451	Grocery stores	42	350 863	32 710	7 951	2 921	8.7	.6
44511	Supermarkets & other grocery (except convenience) stores	37	348 433	32 439	7 891	2 893	8.3	.6
445110	Supermarkets & other grocery (except convenience) stores	37	348 433	32 439	7 891	2 893	8.3	.6
4452	Specialty food stores	22	4 532	1 141	258	146	3.4	.4
446	Health & personal care stores	71	111 969	13 694	3 299	1 013	6.8	6.7
4461	Health & personal care stores	71	111 969	13 694	3 299	1 013	6.8	6.7
44612	Cosmetics, beauty supplies, & perfume stores	6	4 837	474	100	55	—	1.2
446120	Cosmetics, beauty supplies, & perfume stores	6	4 837	474	100	55	—	1.2
44613	Optical goods stores	21	8 685	1 802	408	110	16.4	10.2
446130	Optical goods stores	21	8 685	1 802	408	110	16.4	10.2
44619	Other health & personal care stores	12	8 961	1 452	323	80	1.7	34.9
446191	Food (health) supplement stores	5	5 435	628	132	55	2.8	56.3
447	Gasoline stations	112	157 296	10 343	2 414	854	6.9	16.4
4471	Gasoline stations	112	157 296	10 343	2 414	854	6.9	16.4
44711	Gasoline stations with convenience stores	82	116 756	7 316	1 677	622	5.1	21.7
447110	Gasoline stations with convenience stores	82	116 756	7 316	1 677	622	5.1	21.7
448	Clothing & clothing accessories stores	131	D	D	D	g	D	D
4481	Clothing stores	74	D	D	D	f	D	D
44819	Other clothing stores	13	5 578	817	242	90	5.0	16.2
448190	Other clothing stores	13	5 578	817	242	90	5.0	16.2
4483	Jewelry, luggage, & leather goods stores	26	20 229	4 423	1 088	205	11.5	1.5
44831	Jewelry stores	26	20 229	4 423	1 088	205	11.5	1.5
448310	Jewelry stores	26	20 229	4 423	1 088	205	11.5	1.5

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
LINCOLN, NE MSA—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, & music stores	81	D	D	D	g	D	D
4511	Sporting goods, hobby, & musical instrument stores . .	62	D	D	D	f	D	D
45111	Sporting goods stores	35	D	D	D	e	D	D
451110	Sporting goods stores	35	D	D	D	e	D	D
4511101	General-line sporting goods stores	5	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	30	23 248	3 199	724	293	6.3	3.9
45112	Hobby, toy, & game stores	16	22 482	2 644	663	207	—	.6
451120	Hobby, toy, & game stores	16	22 482	2 644	663	207	—	.6
45114	Musical instrument & supplies stores	5	D	D	D	b	D	D
451140	Musical instrument & supplies stores	5	D	D	D	b	D	D
4512	Book, periodical, & music stores	19	D	D	D	e	D	D
45121	Book stores & news dealers	9	20 919	2 041	509	266	—	.3
451211	Book stores	7	D	D	D	e	D	D
4512111	Book stores, general	4	D	D	D	b	D	D
4512113	College book stores	2	D	D	D	c	D	D
452	General merchandise stores	28	358 491	31 654	7 631	2 991	.1	.4
4521102	Discount or mass merchandising dept stores (excl leased depts)	7	154 915	12 711	3 077	1 159	—	—
45299	All other general merchandise stores	14	D	D	D	c	D	D
452990	All other general merchandise stores	14	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	142	D	D	D	f	D	D
4532	Office supplies, stationery, & gift stores	48	D	D	D	e	D	D
45321	Office supplies & stationery stores	8	20 097	1 424	353	118	—	.2
453210	Office supplies & stationery stores	8	20 097	1 424	353	118	—	.2
4532102	Office supplies stores	6	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores	40	D	D	D	e	D	D
453220	Gift, novelty, & souvenir stores	40	D	D	D	e	D	D
4533	Used merchandise stores	24	5 341	1 514	401	149	12.2	11.9
45331	Used merchandise stores	24	5 341	1 514	401	149	12.2	11.9
453310	Used merchandise stores	24	5 341	1 514	401	149	12.2	11.9
4539	Other miscellaneous store retailers	51	D	D	D	e	D	D
45391	Pet & pet supplies stores	15	6 181	729	150	78	—	1.7
453910	Pet & pet supplies stores	15	6 181	729	150	78	—	1.7
45392	Art dealers	7	1 229	149	33	22	18.4	—
453920	Art dealers	7	1 229	149	33	22	18.4	—
45399	All other miscellaneous store retailers	27	D	D	D	c	D	D
454	Nonstore retailers	36	D	D	D	f	D	D
4541	Electronic shopping & mail-order houses	13	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses	13	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses	13	D	D	D	f	D	D
4543	Direct selling establishments	18	D	D	D	c	D	D
45431	Fuel dealers	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
45439	Other direct selling establishments	15	D	D	D	c	D	D
454390	Other direct selling establishments	15	D	D	D	c	D	D
OMAHA, NE—IA MSA								
44-45	Retail trade	2 753	7 655 909	765 633	183 070	46 740	5.8	2.5
441	Motor vehicle & parts dealers	340	2 039 460	160 769	37 120	5 254	8.9	2.5
4411	Automobile dealers	121	1 742 913	119 904	27 805	3 509	9.4	2.2
44111	New car dealers	63	1 668 866	114 389	26 445	3 278	9.0	1.8
441110	New car dealers	63	1 668 866	114 389	26 445	3 278	9.0	1.8
44112	Used car dealers	58	74 047	5 515	1 360	231	18.4	9.1
441120	Used car dealers	58	74 047	5 515	1 360	231	18.4	9.1
4412	Other motor vehicle dealers	32	56 399	5 069	1 036	186	14.3	4.4
44121	Recreational vehicle dealers	9	27 757	2 235	411	72	10.5	8.7
441210	Recreational vehicle dealers	9	27 757	2 235	411	72	10.5	8.7
44122	Motorcycle, boat, & other motor vehicle dealers	23	28 642	2 834	625	114	18.0	.2
441221	Motorcycle dealers	7	D	D	D	b	D	D
441222	Boat dealers	14	16 133	1 319	290	58	26.6	—
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	187	240 148	35 796	8 279	1 559	4.3	5.0
44131	Automotive parts & accessories stores	140	181 577	24 862	5 825	1 177	4.1	4.3
441310	Automotive parts & accessories stores	140	181 577	24 862	5 825	1 177	4.1	4.3
44132	Tire dealers	47	58 571	10 934	2 454	382	5.1	7.0
441320	Tire dealers	47	58 571	10 934	2 454	382	5.1	7.0
442	Furniture & home furnishings stores	120	566 775	44 383	10 379	2 005	2.6	1.0
4421	Furniture stores	34	483 723	29 384	6 841	1 287	.7	.4
44211	Furniture stores	34	483 723	29 384	6 841	1 287	.7	.4
442110	Furniture stores	34	483 723	29 384	6 841	1 287	.7	.4
4422	Home furnishings stores	86	83 052	14 999	3 538	718	13.7	4.2
44221	Floor covering stores	32	54 928	11 030	2 675	392	16.0	—
442210	Floor covering stores	32	54 928	11 030	2 675	392	16.0	—
44229	Other home furnishings stores	54	28 124	3 969	863	326	9.0	12.4
442299	All other home furnishings stores	45	D	D	D	e	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
OMAHA, NE—IA MSA—Con.								
44-45 Retail trade—Con.								
443	Electronics & appliance stores	105	D	D	D	f	D	D
4431	Electronics & appliance stores	105	D	D	D	f	D	D
44311	Appliance, television, & other electronics stores	66	115 366	11 881	2 820	670	5.6	3.4
443112	Radio, television, & other electronics stores	45	108 630	10 281	2 413	598	4.5	2.2
44312	Computer & software stores	34	45 505	6 447	1 622	260	17.6	7.5
443120	Computer & software stores	34	45 505	6 447	1 622	260	17.6	7.5
44313	Camera & photographic supplies stores	5	D	D	D	b	D	D
443130	Camera & photographic supplies stores	5	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	245	686 262	76 693	18 126	3 479	2.5	.9
4441	Building material & supplies dealers	176	565 518	61 771	15 257	2 795	2.2	.8
44411	Home centers	11	151 093	12 439	3 259	854	—	—
444110	Home centers	11	151 093	12 439	3 259	854	—	—
44412	Paint & wallpaper stores	19	15 513	1 917	497	108	—	—
444120	Paint & wallpaper stores	19	15 513	1 917	497	108	—	—
44413	Hardware stores	41	37 574	5 200	1 165	372	9.9	2.9
444130	Hardware stores	41	37 574	5 200	1 165	372	9.9	2.9
44419	Other building material dealers	105	361 338	42 215	10 336	1 461	2.4	.9
444190	Other building material dealers	105	361 338	42 215	10 336	1 461	2.4	.9
4442	Lawn & garden equipment & supplies stores	69	120 744	14 922	2 869	684	4.0	1.3
44421	Outdoor power equipment stores	21	41 527	4 570	1 035	212	3.8	—
444210	Outdoor power equipment stores	21	41 527	4 570	1 035	212	3.8	—
44422	Nursery & garden centers	48	79 217	10 352	1 834	472	4.0	2.0
444220	Nursery & garden centers	48	79 217	10 352	1 834	472	4.0	2.0
445	Food & beverage stores	231	1 024 984	106 342	25 304	8 638	3.9	1.3
4451	Grocery stores	146	993 222	101 412	24 164	8 172	3.6	1.2
44511	Supermarkets & other grocery (except convenience) stores	122	968 279	98 868	23 547	7 943	3.1	1.2
445110	Supermarkets & other grocery (except convenience) stores	122	968 279	98 868	23 547	7 943	3.1	1.2
44512	Convenience stores	24	24 943	2 544	617	229	24.4	3.3
445120	Convenience stores	24	24 943	2 544	617	229	24.4	3.3
4452	Specialty food stores	53	13 687	2 803	636	293	19.4	—
446	Health & personal care stores	232	304 525	39 216	9 489	3 036	11.5	8.1
4461	Health & personal care stores	232	304 525	39 216	9 489	3 036	11.5	8.1
44611	Pharmacies & drug stores	109	257 668	29 966	7 337	2 453	11.3	7.6
446110	Pharmacies & drug stores	109	257 668	29 966	7 337	2 453	11.3	7.6
4461101	Pharmacies & drug stores	103	253 239	28 900	7 105	2 406	11.5	7.3
4461102	Proprietary stores	6	4 429	1 066	232	47	—	25.4
44612	Cosmetics, beauty supplies, & perfume stores	25	12 704	1 930	475	167	—	4.6
446120	Cosmetics, beauty supplies, & perfume stores	25	12 704	1 930	475	167	—	4.6
44613	Optical goods stores	63	20 460	4 430	1 005	255	16.6	12.1
446130	Optical goods stores	63	20 460	4 430	1 005	255	16.6	12.1
44619	Other health & personal care stores	35	13 693	2 890	672	161	18.8	16.0
446191	Food (health) supplement stores	18	8 132	1 469	414	111	8.9	26.9
447	Gasoline stations	348	558 477	38 732	9 139	2 840	9.3	4.1
4471	Gasoline stations	348	558 477	38 732	9 139	2 840	9.3	4.1
44711	Gasoline stations with convenience stores	252	393 573	25 525	6 113	1 923	7.8	4.0
447110	Gasoline stations with convenience stores	252	393 573	25 525	6 113	1 923	7.8	4.0
44719	Other gasoline stations	96	164 904	13 207	3 026	917	12.7	4.2
447190	Other gasoline stations	96	164 904	13 207	3 026	917	12.7	4.2
448	Clothing & clothing accessories stores	419	358 763	45 007	10 637	3 713	5.0	4.3
4481	Clothing stores	259	216 441	27 592	6 440	2 449	6.0	4.7
44811	Men's clothing stores	44	29 594	5 569	1 177	281	14.5	16.6
448110	Men's clothing stores	44	29 594	5 569	1 177	281	14.5	16.6
44812	Women's clothing stores	101	60 742	7 997	2 032	864	10.5	7.3
448120	Women's clothing stores	101	60 742	7 997	2 032	864	10.5	7.3
44813	Children's & infants' clothing stores	12	8 647	831	205	89	3.9	2.4
448130	Children's & infants' clothing stores	12	8 647	831	205	89	3.9	2.4
44814	Family clothing stores	45	97 646	10 706	2 433	927	.8	.1
448140	Family clothing stores	45	97 646	10 706	2 433	927	.8	.1
44815	Clothing accessories stores	26	4 464	747	198	108	14.1	9.7
448150	Clothing accessories stores	26	4 464	747	198	108	14.1	9.7
44819	Other clothing stores	31	15 348	1 742	395	180	3.6	.5
448190	Other clothing stores	31	15 348	1 742	395	180	3.6	.5
4482	Shoe stores	92	50 230	5 788	1 328	539	1.2	4.1
44821	Shoe stores	92	50 230	5 788	1 328	539	1.2	4.1
448210	Shoe stores	92	50 230	5 788	1 328	539	1.2	4.1
4482101	Men's shoe stores	5	D	D	D	a	D	D
4482102	Women's shoe stores	13	4 524	632	157	70	—	32.1
4482103	Children's & juveniles' shoe stores	3	D	D	D	b	D	D
4482104	Family shoe stores	54	26 841	3 190	735	291	.9	2.1
4482105	Athletic footwear stores	17	15 180	1 461	323	136	—	.4

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
OMAHA, NE-IA MSA—Con.								
44-45 Retail trade—Con.								
448	Clothing & clothing accessories stores—Con.							
4483	Jewelry, luggage, & leather goods stores	68	92 092	11 627	2 869	725	4.6	3.5
44831	Jewelry stores	63	89 624	11 275	2 803	697	4.7	3.2
448310	Jewelry stores	63	89 624	11 275	2 803	697	4.7	3.2
44832	Luggage & leather goods stores	5	2 468	352	66	28	—	15.5
448320	Luggage & leather goods stores	5	2 468	352	66	28	—	15.5
451	Sporting goods, hobby, book, & music stores	217	184 221	21 347	4 914	1 940	14.0	8.6
4511	Sporting goods, hobby, & musical instrument stores ..	137	124 594	14 688	3 539	1 210	19.1	1.8
45111	Sporting goods stores	69	53 786	6 712	1 591	477	26.3	3.5
451110	Sporting goods stores	69	53 786	6 712	1 591	477	26.3	3.5
4511101	General-line sporting goods stores	19	18 833	2 043	466	179	17.5	2.0
4511102	Specialty-line sporting goods stores	50	34 953	4 669	1 125	298	31.1	4.4
45112	Hobby, toy, & game stores	37	55 051	5 570	1 292	541	16.1	.1
451120	Hobby, toy, & game stores	37	55 051	5 570	1 292	541	16.1	.1
45113	Sewing, needlework, & piece goods stores	16	5 263	792	208	113	1.8	6.2
451130	Sewing, needlework, & piece goods stores	16	5 263	792	208	113	1.8	6.2
45114	Musical instrument & supplies stores	15	10 494	1 614	448	79	6.2	—
451140	Musical instrument & supplies stores	15	10 494	1 614	448	79	6.2	—
4512	Book, periodical, & music stores	80	59 627	6 659	1 375	730	3.4	22.8
45121	Book stores & news dealers	48	38 490	4 509	992	564	2.3	9.2
451211	Book stores	45	37 202	4 355	953	512	1.9	7.2
4512111	Book stores, general	31	23 756	2 923	661	396	2.8	8.8
4512112	Specialty book stores	6	D	D	D	b	D	D
4512113	College book stores	8	D	D	D	b	D	D
451212	News dealers & newsstands	3	1 288	154	39	52	D	67.7
45122	Prerecorded tape, compact disc, & record stores ..	32	21 137	2 150	383	166	5.5	47.4
451220	Prerecorded tape, compact disc, & record stores ..	32	21 137	2 150	383	166	5.5	47.4
452	General merchandise stores	69	953 599	91 932	21 827	7 662	—	—
4521	Department stores (incl leased depts) ##	32	686 616	N	N	N	—	—
45211	Department stores (incl leased depts) ##	32	686 616	N	N	N	—	—
4521	Department stores (excl leased depts)	32	677 098	69 664	16 553	5 838	—	—
45211	Department stores (excl leased depts)	32	677 098	69 664	16 553	5 838	—	—
452110	Department stores (excl leased depts)	32	677 098	69 664	16 553	5 838	—	—
4521101	Conventional department stores (excl leased depts)	6	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	19	399 998	36 814	8 650	3 095	—	—
4521103	National chain department stores (excl leased depts)	7	D	D	D	g	D	D
4529	Other general merchandise stores	37	276 501	22 268	5 274	1 824	—	—
45299	All other general merchandise stores	33	D	D	D	f	D	D
452990	All other general merchandise stores	33	D	D	D	f	D	D
4529901	Variety stores	17	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	15	54 276	5 093	1 175	464	.3	—
453	Miscellaneous store retailers	334	D	D	D	h	D	D
4531	Florists	55	15 934	3 676	903	354	35.6	3.1
45311	Florists	55	15 934	3 676	903	354	35.6	3.1
453110	Florists	55	15 934	3 676	903	354	35.6	3.1
4532	Office supplies, stationery, & gift stores	128	81 128	10 291	2 477	1 174	8.3	6.8
45321	Office supplies & stationery stores	20	34 597	3 345	863	278	.6	2.2
453210	Office supplies & stationery stores	20	34 597	3 345	863	278	.6	2.2
4532101	Stationery stores	3	941	157	32	24	—	—
4532102	Office supplies stores	17	33 656	3 188	831	254	.6	2.3
45322	Gift, novelty, & souvenir stores	108	46 531	6 946	1 614	896	14.1	10.1
453220	Gift, novelty, & souvenir stores	108	46 531	6 946	1 614	896	14.1	10.1
4533	Used merchandise stores	59	16 883	3 840	881	381	9.8	21.9
45331	Used merchandise stores	59	16 883	3 840	881	381	9.8	21.9
453310	Used merchandise stores	59	16 883	3 840	881	381	9.8	21.9
4539	Other miscellaneous store retailers	92	D	D	D	f	D	D
45391	Pet & pet supplies stores	19	48 491	3 668	892	266	2.2	.3
453910	Pet & pet supplies stores	19	48 491	3 668	892	266	2.2	.3
45392	Art dealers	15	5 087	749	204	73	54.4	—
453920	Art dealers	15	5 087	749	204	73	54.4	—
45393	Manufactured (mobile) home dealers	9	19 625	2 222	569	62	58.9	10.5
453930	Manufactured (mobile) home dealers	9	19 625	2 222	569	62	58.9	10.5
45399	All other miscellaneous store retailers	49	D	D	D	c	D	D
454	Nonstore retailers	93	597 924	94 346	24 826	4 639	1.8	3.1
4541	Electronic shopping & mail-order houses	22	99 146	12 717	3 097	602	4.5	13.5
45411	Electronic shopping & mail-order houses	22	99 146	12 717	3 097	602	4.5	13.5
454110	Electronic shopping & mail-order houses	22	99 146	12 717	3 097	602	4.5	13.5
4542	Vending machine operators	22	25 677	4 932	1 070	307	15.6	11.9
45421	Vending machine operators	22	25 677	4 932	1 070	307	15.6	11.9
454210	Vending machine operators	22	25 677	4 932	1 070	307	15.6	11.9
4543	Direct selling establishments	49	473 101	76 697	20 659	3 730	.5	.4
45439	Other direct selling establishments	45	472 126	76 531	20 613	3 721	.5	.4
454390	Other direct selling establishments	45	472 126	76 531	20 613	3 721	.5	.4

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
SIoux CITY, IA-NE MSA								
44-45	Retail trade	603	1 248 530	127 495	29 463	8 649	3.3	2.7
441	Motor vehicle & parts dealers	75	315 596	28 205	6 531	1 120	4.1	3.4
44112	Used car dealers	23	29 918	2 361	547	101	19.4	20.9
441120	Used car dealers	23	29 918	2 361	547	101	19.4	20.9
4412	Other motor vehicle dealers	8	15 221	1 206	266	62	45.7	—
44122	Motorcycle, boat, & other motor vehicle dealers	7	D	D	D	b	D	D
441221	Motorcycle dealers	3	7 323	632	150	29	D	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	33	55 550	8 515	2 030	428	.4	2.7
44131	Automotive parts & accessories stores	24	41 951	5 963	1 427	300	.6	3.6
441310	Automotive parts & accessories stores	24	41 951	5 963	1 427	300	.6	3.6
442	Furniture & home furnishings stores	33	33 981	4 736	1 104	238	10.4	1.8
4421	Furniture stores	17	D	D	D	c	D	D
44211	Furniture stores	17	D	D	D	c	D	D
442110	Furniture stores	17	D	D	D	c	D	D
4422	Home furnishings stores	16	D	D	D	b	D	D
443	Electronics & appliance stores	26	29 135	4 844	1 086	208	1.9	2.4
4431	Electronics & appliance stores	26	29 135	4 844	1 086	208	1.9	2.4
44311	Appliance, television, & other electronics stores	18	20 624	3 514	874	162	2.7	2.0
443112	Radio, television, & other electronics stores	13	D	D	D	b	D	D
44312	Computer & software stores	6	D	D	D	b	D	D
443120	Computer & software stores	6	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	65	156 569	17 983	4 304	869	2.5	.8
4441	Building material & supplies dealers	51	132 555	15 754	3 798	766	2.8	.2
44411	Home centers	2	D	D	D	e	D	D
444110	Home centers	2	D	D	D	e	D	D
44419	Other building material dealers	33	63 779	9 533	2 161	349	3.0	.1
444190	Other building material dealers	33	63 779	9 533	2 161	349	3.0	.1
4442	Lawn & garden equipment & supplies stores	14	24 014	2 229	506	103	.9	4.3
44422	Nursery & garden centers	9	D	D	D	b	D	D
444220	Nursery & garden centers	9	D	D	D	b	D	D
445	Food & beverage stores	57	193 606	21 753	4 895	1 861	1.5	2.5
4451	Grocery stores	34	183 534	20 679	4 635	1 768	.9	2.4
4452	Specialty food stores	12	4 348	585	139	48	30.7	8.9
446	Health & personal care stores	39	41 836	5 097	1 211	377	7.4	2.8
4461	Health & personal care stores	39	41 836	5 097	1 211	377	7.4	2.8
4461102	Proprietary stores	1	D	D	D	a	D	D
447	Gasoline stations	81	103 989	7 421	1 712	634	8.3	10.8
44711	Gasoline stations with convenience stores	56	70 221	4 694	1 078	437	7.5	3.6
447110	Gasoline stations with convenience stores	56	70 221	4 694	1 078	437	7.5	3.6
448	Clothing & clothing accessories stores	73	57 616	7 196	1 726	617	2.3	1.8
4481	Clothing stores	44	32 080	3 607	836	399	2.7	2.9
44819	Other clothing stores	8	3 333	385	98	42	—	—
448190	Other clothing stores	8	3 333	385	98	42	—	—
4483	Jewelry, luggage, & leather goods stores	14	15 628	2 528	628	131	.8	—
451	Sporting goods, hobby, book, & music stores	41	29 502	3 746	862	420	1.4	.1
4511	Sporting goods, hobby, & musical instrument stores	27	22 571	2 842	635	329	1.7	.2
4511101	General-line sporting goods stores	7	10 561	1 437	340	205	1.1	—
4512	Book, periodical, & music stores	14	6 931	904	227	91	.4	—
452	General merchandise stores	20	239 011	20 145	4 669	1 825	—	—
45299	All other general merchandise stores	9	D	D	D	c	D	D
452990	All other general merchandise stores	9	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	68	32 606	4 357	859	349	7.9	1.3
4532	Office supplies, stationery, & gift stores	25	18 993	2 161	361	155	5.5	1.8
45321	Office supplies & stationery stores	4	D	D	D	b	D	D
453210	Office supplies & stationery stores	4	D	D	D	b	D	D
4532102	Office supplies stores	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers	20	8 668	1 245	292	96	6.7	.3
45399	All other miscellaneous store retailers	17	4 262	669	155	62	13.6	.6
454	Nonstore retailers	25	15 083	2 012	504	131	6.6	7.5
454311	Heating oil dealers	1	D	D	D	a	D	D

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
AREA OUTSIDE NEBRASKA METROPOLITAN AREAS								
44-45	Retail trade	4 848	7 476 450	632 609	146 271	45 074	16.6	5.6
441	Motor vehicle & parts dealers	641	1 804 861	126 356	29 283	5 553	23.0	7.1
4411	Automobile dealers	307	D	D	D	h	D	D
44111	New car dealers	195	D	D	D	h	D	D
441110	New car dealers	195	D	D	D	h	D	D
44112	Used car dealers	112	D	D	D	e	D	D
441120	Used car dealers	112	D	D	D	e	D	D
4412	Other motor vehicle dealers	48	D	D	D	c	D	D
44121	Recreational vehicle dealers	10	D	D	D	b	D	D
441210	Recreational vehicle dealers	10	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	38	34 602	2 700	548	164	19.9	1.7
441221	Motorcycle dealers	22	21 684	1 325	283	96	21.5	.2
441222	Boat dealers	9	D	D	D	b	D	D
441229	All other motor vehicle dealers	7	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	286	189 831	32 209	7 614	1 731	16.1	8.2
44131	Automotive parts & accessories stores	208	D	D	D	g	D	D
441310	Automotive parts & accessories stores	208	D	D	D	g	D	D
44132	Tire dealers	78	D	D	D	f	D	D
441320	Tire dealers	78	D	D	D	f	D	D
442	Furniture & home furnishings stores	164	D	D	D	f	D	D
4421	Furniture stores	89	D	D	D	f	D	D
44211	Furniture stores	89	D	D	D	f	D	D
442110	Furniture stores	89	D	D	D	f	D	D
4422	Home furnishings stores	75	D	D	D	e	D	D
44221	Floor covering stores	52	D	D	D	c	D	D
442210	Floor covering stores	52	D	D	D	c	D	D
443	Electronics & appliance stores	171	101 593	12 953	3 049	809	23.2	2.4
4431	Electronics & appliance stores	171	101 593	12 953	3 049	809	23.2	2.4
44311	Appliance, television, & other electronics stores	129	D	D	D	f	D	D
443111	Household appliance stores	73	47 877	5 232	1 201	351	31.3	.6
443112	Radio, television, & other electronics stores	56	D	D	D	c	D	D
44312	Computer & software stores	42	D	D	D	c	D	D
443120	Computer & software stores	42	D	D	D	c	D	D
444	Building material & garden equipment & supplies dealers	778	1 183 012	110 268	25 149	5 645	10.1	3.6
4441	Building material & supplies dealers	491	D	D	D	h	D	D
44411	Home centers	20	D	D	D	f	D	D
444110	Home centers	20	D	D	D	f	D	D
44413	Hardware stores	139	D	D	D	f	D	D
444130	Hardware stores	139	D	D	D	f	D	D
44419	Other building material dealers	310	394 023	47 397	11 137	2 216	12.6	1.1
444190	Other building material dealers	310	394 023	47 397	11 137	2 216	12.6	1.1
4442	Lawn & garden equipment & supplies stores	287	D	D	D	g	D	D
44421	Outdoor power equipment stores	29	24 530	2 851	544	156	14.7	1.3
444210	Outdoor power equipment stores	29	24 530	2 851	544	156	14.7	1.3
44422	Nursery & garden centers	258	D	D	D	g	D	D
444220	Nursery & garden centers	258	D	D	D	g	D	D
445	Food & beverage stores	620	982 267	93 856	21 805	9 087	23.5	7.7
4451	Grocery stores	419	D	D	D	i	D	D
44511	Supermarkets & other grocery (except convenience) stores	382	895 238	86 580	20 140	8 242	21.2	7.4
445110	Supermarkets & other grocery (except convenience) stores	382	895 238	86 580	20 140	8 242	21.2	7.4
4452	Specialty food stores	72	D	D	D	e	D	D
4453	Beer, wine, & liquor stores	129	50 620	3 248	708	404	45.5	9.1
44531	Beer, wine, & liquor stores	129	50 620	3 248	708	404	45.5	9.1
445310	Beer, wine, & liquor stores	129	50 620	3 248	708	404	45.5	9.1
446	Health & personal care stores	277	279 220	31 846	7 519	1 982	37.8	12.5
4461	Health & personal care stores	277	279 220	31 846	7 519	1 982	37.8	12.5
44611	Pharmacies & drug stores	205	258 511	28 140	6 698	1 762	39.6	12.9
446110	Pharmacies & drug stores	205	258 511	28 140	6 698	1 762	39.6	12.9
4461101	Pharmacies & drug stores	202	D	D	D	g	D	D
44612	Cosmetics, beauty supplies, & perfume stores	6	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores	6	D	D	D	b	D	D
44619	Other health & personal care stores	47	D	D	D	c	D	D
446191	Food (health) supplement stores	23	3 773	453	106	64	21.4	20.7
447	Gasoline stations	719	892 787	60 585	13 726	5 496	20.4	12.2
4471	Gasoline stations	719	892 787	60 585	13 726	5 496	20.4	12.2
44711	Gasoline stations with convenience stores	439	495 388	32 163	7 289	3 353	14.3	19.2
447110	Gasoline stations with convenience stores	439	495 388	32 163	7 289	3 353	14.3	19.2
44719	Other gasoline stations	280	397 399	28 422	6 437	2 143	28.1	3.5
447190	Other gasoline stations	280	397 399	28 422	6 437	2 143	28.1	3.5

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
AREA OUTSIDE NEBRASKA METROPOLITAN AREAS—Con.								
44-45	Retail trade—Con.							
448	Clothing & clothing accessories stores	435	D	D	D	h	D	D
4481	Clothing stores	278	D	D	D	g	D	D
44812	Women's clothing stores	131	42 523	5 229	1 259	697	24.8	6.3
448120	Women's clothing stores	131	42 523	5 229	1 259	697	24.8	6.3
44814	Family clothing stores	91	80 263	8 166	1 903	864	11.5	1.8
448140	Family clothing stores	91	80 263	8 166	1 903	864	11.5	1.8
44819	Other clothing stores	17	D	D	D	b	D	D
448190	Other clothing stores	17	D	D	D	b	D	D
4482	Shoe stores	85	D	D	D	e	D	D
44821	Shoe stores	85	D	D	D	e	D	D
448210	Shoe stores	85	D	D	D	e	D	D
4482104	Family shoe stores	68	D	D	D	e	D	D
4482105	Athletic footwear stores	10	D	D	D	c	D	D
4483	Jewelry, luggage, & leather goods stores	72	24 030	3 927	948	319	34.8	4.2
44831	Jewelry stores	72	24 030	3 927	948	319	34.8	4.2
448310	Jewelry stores	72	24 030	3 927	948	319	34.8	4.2
451	Sporting goods, hobby, book, & music stores	189	D	D	D	g	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	139	D	D	D	f	D	D
45111	Sporting goods stores	69	D	D	D	e	D	D
451110	Sporting goods stores	69	D	D	D	e	D	D
4511101	General-line sporting goods stores	29	D	D	D	e	D	D
45113	Sewing, needlework, & piece goods stores	30	4 977	687	186	103	27.6	14.7
451130	Sewing, needlework, & piece goods stores	30	4 977	687	186	103	27.6	14.7
45114	Musical instrument & supplies stores	12	D	D	D	b	D	D
451140	Musical instrument & supplies stores	12	D	D	D	b	D	D
4512	Book, periodical, & music stores	50	D	D	D	e	D	D
45121	Book stores & news dealers	35	16 632	1 492	367	188	16.1	—
451211	Book stores	34	D	D	D	c	D	D
4512112	Specialty book stores	11	5 042	412	94	52	47.8	—
4512113	College book stores	10	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	15	D	D	D	c	D	D
451220	Prerecorded tape, compact disc, & record stores .	15	D	D	D	c	D	D
452	General merchandise stores	210	987 454	90 007	21 083	8 613	1.2	.1
4521	Department stores (incl leased depts) ##	30	D	N	N	N	D	D
45211	Department stores (incl leased depts) ##	30	D	N	N	N	D	D
4521	Department stores (excl leased depts)	30	D	D	D	h	D	D
45211	Department stores (excl leased depts)	30	D	D	D	h	D	D
452110	Department stores (excl leased depts)	30	D	D	D	h	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	22	388 632	33 942	8 466	3 142	—	—
4529	Other general merchandise stores	180	D	D	D	h	D	D
45291	Warehouse clubs & superstores	8	D	D	D	g	D	D
452910	Warehouse clubs & superstores	8	D	D	D	g	D	D
45299	All other general merchandise stores	172	D	D	D	g	D	D
452990	All other general merchandise stores	172	D	D	D	g	D	D
4529901	Variety stores	48	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores	124	D	D	D	g	D	D
453	Miscellaneous store retailers	452	D	D	D	g	D	D
4531	Florists	145	D	D	D	f	D	D
45311	Florists	145	D	D	D	f	D	D
453110	Florists	145	D	D	D	f	D	D
4532	Office supplies, stationery, & gift stores	147	D	D	D	f	D	D
45321	Office supplies & stationery stores	18	12 421	2 204	524	126	11.8	1.2
453210	Office supplies & stationery stores	18	12 421	2 204	524	126	11.8	1.2
4532101	Stationery stores	2	D	D	D	a	D	D
4532102	Office supplies stores	16	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores	129	D	D	D	f	D	D
453220	Gift, novelty, & souvenir stores	129	D	D	D	f	D	D
4533	Used merchandise stores	52	D	D	D	c	D	D
45331	Used merchandise stores	52	D	D	D	c	D	D
453310	Used merchandise stores	52	D	D	D	c	D	D
4539	Other miscellaneous store retailers	108	D	D	D	e	D	D
45392	Art dealers	12	1 205	180	34	22	70.5	6.1
453920	Art dealers	12	1 205	180	34	22	70.5	6.1
45393	Manufactured (mobile) home dealers	21	27 482	2 869	445	120	30.8	—
453930	Manufactured (mobile) home dealers	21	27 482	2 869	445	120	30.8	—
45399	All other miscellaneous store retailers	67	D	D	D	c	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
AREA OUTSIDE NEBRASKA METROPOLITAN AREAS—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	192	D	D	D	g	D	D
4541	Electronic shopping & mail-order houses	31	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses	31	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses	31	D	D	D	f	D	D
4542	Vending machine operators	17	14 765	2 944	779	219	17.1	4.3
45421	Vending machine operators	17	14 765	2 944	779	219	17.1	4.3
454210	Vending machine operators	17	14 765	2 944	779	219	17.1	4.3
4543	Direct selling establishments	144	112 714	13 943	3 398	731	19.9	4.2
45431	Fuel dealers	77	72 868	6 665	1 561	351	27.1	4.0
454311	Heating oil dealers	21	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	56	D	D	D	e	D	D
45439	Other direct selling establishments	67	39 846	7 278	1 837	380	6.7	4.7
454390	Other direct selling establishments	67	39 846	7 278	1 837	380	6.7	4.7

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

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

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

Table 3. Summary Statistics for Counties: 1997

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
ADAMS COUNTY, NE								
44-45	Retail trade	180	289 533	30 376	7 255	2 204	9.3	8.8
441	Motor vehicle & parts dealers	27	78 420	7 435	1 813	297	13.6	3.5
4413	Automotive parts, accessories, & tire stores	12	D	D	D	c	D	D
44131	Automotive parts & accessories stores	9	16 820	3 005	755	108	—	5.1
441310	Automotive parts & accessories stores	9	16 820	3 005	755	108	—	5.1
442	Furniture & home furnishings stores	4	4 184	628	154	34	28.3	—
443	Electronics & appliance stores	9	6 684	1 091	211	63	20.6	—
4431	Electronics & appliance stores	9	6 684	1 091	211	63	20.6	—
44311	Appliance, television, & other electronics stores	8	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	4	3 303	491	115	33	26.2	—
44312	Computer & software stores	1	D	D	D	a	D	D
443120	Computer & software stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	20	26 930	3 290	781	173	4.5	5.2
4441	Building material & supplies dealers	17	24 031	3 032	697	149	5.0	.1
44419	Other building material dealers	11	14 077	1 840	408	79	7.0	.1
444190	Other building material dealers	11	14 077	1 840	408	79	7.0	.1
445	Food & beverage stores	16	58 173	6 006	1 451	471	3.5	26.2
4451	Grocery stores	8	55 036	5 708	1 373	439	1.2	25.6
446	Health & personal care stores	12	12 347	1 561	372	97	28.4	—
4461	Health & personal care stores	12	12 347	1 561	372	97	28.4	—
447	Gasoline stations	27	33 597	2 541	621	279	6.2	15.7
448	Clothing & clothing accessories stores	21	7 947	1 059	269	110	36.1	2.5
4481	Clothing stores	11	5 272	698	177	73	34.5	—
451	Sporting goods, hobby, book, & music stores	9	2 454	232	65	35	3.3	4.0
4512	Book, periodical, & music stores	4	1 774	172	46	23	—	—
4512112	Specialty book stores	1	D	D	D	a	D	D
452	General merchandise stores	10	52 509	5 585	1 309	556	—	—
45299	All other general merchandise stores	6	7 005	896	222	113	—	—
452990	All other general merchandise stores	6	7 005	896	222	113	—	—
4529903	Miscellaneous general merchandise stores	3	5 132	632	153	75	—	—
453	Miscellaneous store retailers	20	5 333	815	180	82	33.3	6.8
4532	Office supplies, stationery, & gift stores	7	2 609	433	98	46	7.8	—
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	8	D	D	D	a	D	D
454	Nonstore retailers	5	955	133	29	7	11.8	20.3
ANTELOPE COUNTY, NE								
44-45	Retail trade	51	52 136	3 727	949	314	18.7	2.8
441	Motor vehicle & parts dealers	6	18 340	1 501	376	74	8.9	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	15	15 704	861	258	72	19.0	—
4441	Building material & supplies dealers	8	3 019	295	97	24	46.8	—
4442	Lawn & garden equipment & supplies stores	7	12 685	566	161	48	12.4	—
44422	Nursery & garden centers	7	12 685	566	161	48	12.4	—
444220	Nursery & garden centers	7	12 685	566	161	48	12.4	—
445	Food & beverage stores	10	6 966	578	139	73	41.1	10.6
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	9	5 302	344	79	51	33.5	1.4
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
ARTHUR COUNTY, NE								
44-45	Retail trade	3	332	26	7	5	D	—
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
BLAINE COUNTY, NE								
44-45	Retail trade	4	933	60	13	7	1.9	—
447	Gasoline stations	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BOONE COUNTY, NE								
44-45	Retail trade	49	60 507	5 236	1 089	334	18.5	7.1
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	17 562	1 716	346	49	4.8	—
4441	Building material & supplies dealers	5	D	D	D	b	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	8	D	D	D	b	D	D
4452	Specialty food stores	1	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	10	12 724	869	138	56	25.3	29.2
448	Clothing & clothing accessories stores	3	521	42	6	4	—	—
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BOX BUTTE COUNTY, NE								
44-45	Retail trade	72	107 284	9 695	2 232	698	13.4	1.3
441	Motor vehicle & parts dealers	9	22 558	1 789	435	87	7.1	—
442	Furniture & home furnishings stores	4	2 176	193	43	19	23.1	—
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	26 477	2 487	559	110	3.6	—
4441	Building material & supplies dealers	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	2	D	D	D	b	D	D
444220	Nursery & garden centers	2	D	D	D	b	D	D
445	Food & beverage stores	10	23 044	1 985	458	177	17.8	.5
446	Health & personal care stores	4	3 887	441	108	35	68.7	31.3
447	Gasoline stations	9	7 720	573	116	49	21.9	—
448	Clothing & clothing accessories stores	7	2 438	424	91	30	—	3.9
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BOX BUTTE COUNTY, NE—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	4	12 839	1 028	226	122	—	—
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	6	661	157	37	27	13.6	—
454	Nonstore retailers	5	4 674	543	141	30	50.5	—
4543	Direct selling establishments	4	D	D	D	b	D	D
BOYD COUNTY, NE								
44-45	Retail trade	15	7 936	638	149	62	45.6	14.4
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	2 227	216	45	14	D	—
445	Food & beverage stores	6	2 554	238	57	32	74.5	—
447	Gasoline stations	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BROWN COUNTY, NE								
44-45	Retail trade	30	28 796	2 458	600	191	16.7	13.5
441	Motor vehicle & parts dealers	6	5 421	501	125	33	10.8	33.6
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	6 113	393	98	24	5.9	—
4441	Building material & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
44422	Nursery & garden centers	3	D	D	D	a	D	D
444220	Nursery & garden centers	3	D	D	D	a	D	D
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
BUFFALO COUNTY, NE								
44-45	Retail trade	239	455 259	48 665	11 115	3 234	10.2	2.7
441	Motor vehicle & parts dealers	26	96 850	7 692	1 776	323	24.6	.7
4411	Automobile dealers	15	80 200	5 133	1 212	183	27.0	—
44112	Used car dealers	7	12 440	316	56	14	62.9	—
441120	Used car dealers	7	12 440	316	56	14	62.9	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	9	D	D	D	c	D	D
44131	Automotive parts & accessories stores	7	7 367	1 141	265	74	18.1	9.0
441310	Automotive parts & accessories stores	7	7 367	1 141	265	74	18.1	9.0
442	Furniture & home furnishings stores	9	6 335	1 106	260	64	6.1	.6
4421	Furniture stores	5	5 371	975	233	50	—	—
44211	Furniture stores	5	5 371	975	233	50	—	—
442110	Furniture stores	5	5 371	975	233	50	—	—
443	Electronics & appliance stores	12	11 102	1 410	372	77	22.4	2.5
4431	Electronics & appliance stores	12	11 102	1 410	372	77	22.4	2.5
44311	Appliance, television, & other electronics stores	8	8 155	892	214	54	22.8	—
443111	Household appliance stores	3	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	5	D	D	D	b	D	D
44312	Computer & software stores	4	2 947	518	158	23	21.1	9.3
443120	Computer & software stores	4	2 947	518	158	23	21.1	9.3

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BUFFALO COUNTY, NE—Con.								
44-45	Retail trade—Con.							
444	Building material & garden equipment & supplies dealers	34	60 389	7 241	1 583	324	1.3	—
4441	Building material & supplies dealers	24	43 866	5 988	1 292	273	.8	—
44419	Other building material dealers	18	40 587	5 538	1 185	243	.6	—
444190	Other building material dealers	18	40 587	5 538	1 185	243	.6	—
4442	Lawn & garden equipment & supplies stores	10	16 523	1 253	291	51	2.5	—
44422	Nursery & garden centers	9	D	D	D	b	D	D
444220	Nursery & garden centers	9	D	D	D	b	D	D
445	Food & beverage stores	22	47 889	5 059	1 177	470	7.6	5.2
446	Health & personal care stores	15	15 689	1 991	478	156	21.3	—
4461	Health & personal care stores	15	15 689	1 991	478	156	21.3	—
447	Gasoline stations	29	50 167	3 113	685	311	10.4	15.9
4471	Gasoline stations	29	50 167	3 113	685	311	10.4	15.9
44711	Gasoline stations with convenience stores	21	31 535	1 670	385	190	14.7	16.1
447110	Gasoline stations with convenience stores	21	31 535	1 670	385	190	14.7	16.1
44719	Other gasoline stations	8	18 632	1 443	300	121	3.0	15.7
447190	Other gasoline stations	8	18 632	1 443	300	121	3.0	15.7
448	Clothing & clothing accessories stores	34	24 130	2 828	622	281	15.7	1.6
4481	Clothing stores	19	16 123	1 604	357	187	17.2	1.4
4482105	Athletic footwear stores	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	18	15 472	1 875	435	174	2.4	.2
4511	Sporting goods, hobby, & musical instrument stores ..	13	8 372	1 154	248	87	4.3	.4
45112	Hobby, toy, & game stores	1	D	D	D	b	D	D
451120	Hobby, toy, & game stores	1	D	D	D	b	D	D
45114	Musical instrument & supplies stores	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores	2	D	D	D	a	D	D
4512	Book, periodical, & music stores	5	7 100	721	187	87	—	—
45121	Book stores & news dealers	3	D	D	D	b	D	D
451211	Book stores	3	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
4512113	College book stores	2	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
452	General merchandise stores	7	100 117	8 478	1 965	750	.6	—
4529	Other general merchandise stores	4	D	D	D	e	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	29	D	D	D	c	D	D
4532101	Stationery stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	11	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	6	1 911	435	99	29	8.0	.3
454	Nonstore retailers	4	D	D	D	c	D	D
4541	Electronic shopping & mail-order houses	1	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses	1	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses	1	D	D	D	c	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D
BURT COUNTY, NE								
44-45	Retail trade	51	49 215	3 695	743	241	22.9	8.6
441	Motor vehicle & parts dealers	4	D	D	D	b	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	13	18 110	1 390	232	63	8.8	10.8
4442	Lawn & garden equipment & supplies stores	8	D	D	D	b	D	D
44421	Outdoor power equipment stores	1	D	D	D	a	D	D
444210	Outdoor power equipment stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	7	D	D	D	b	D	D
444220	Nursery & garden centers	7	D	D	D	b	D	D
445	Food & beverage stores	7	D	D	D	b	D	D
446	Health & personal care stores	5	2 807	335	69	18	85.1	—
4461102	Proprietary stores	1	D	D	D	a	D	D
447	Gasoline stations	7	5 091	351	83	37	42.9	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

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							From administrative records ¹	Estimated ²
BURT COUNTY, NE—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
4533	Used merchandise stores	2	D	D	D	a	D	D
45331	Used merchandise stores	2	D	D	D	a	D	D
453310	Used merchandise stores	2	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	a	D	D
BUTLER COUNTY, NE								
44-45	Retail trade	25	23 328	2 389	586	210	53.7	.3
441	Motor vehicle & parts dealers	4	6 094	496	116	28	59.8	1.2
444	Building material & garden equipment & supplies dealers	5	2 761	295	82	11	70.9	—
4441	Building material & supplies dealers	5	2 761	295	82	11	70.9	—
445	Food & beverage stores	5	5 277	514	128	50	58.3	—
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	4	5 673	623	147	73	7.2	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
CASS COUNTY, NE								
44-45	Retail trade	77	113 457	8 818	2 061	740	24.9	7.5
441	Motor vehicle & parts dealers	13	D	D	D	c	D	D
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	5 062	547	121	40	17.5	—
4441	Building material & supplies dealers	5	3 301	395	90	29	19.9	—
445	Food & beverage stores	9	D	D	D	c	D	D
446	Health & personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	17	24 905	2 067	487	212	8.8	7.9
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	4	9 275	864	221	75	—	.8
45299	All other general merchandise stores	4	9 275	864	221	75	—	.8
452990	All other general merchandise stores	4	9 275	864	221	75	—	.8
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	6	D	D	D	b	D	D
45439	Other direct selling establishments	2	D	D	D	a	D	D
454390	Other direct selling establishments	2	D	D	D	a	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
CEDAR COUNTY, NE								
44-45	Retail trade	51	62 915	4 345	961	308	36.2	4.5
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	13	26 488	1 674	361	75	12.1	—
4441	Building material & supplies dealers	7	3 403	327	105	24	31.6	—
4442	Lawn & garden equipment & supplies stores	6	23 085	1 347	256	51	9.3	—
44422	Nursery & garden centers	6	23 085	1 347	256	51	9.3	—
444220	Nursery & garden centers	6	23 085	1 347	256	51	9.3	—
445	Food & beverage stores	7	D	D	D	b	D	D
446	Health & personal care stores	3	1 287	125	29	12	D	13.9
447	Gasoline stations	9	6 515	485	105	53	25.4	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	3	6 901	613	149	28	D	—
4543	Direct selling establishments	3	6 901	613	149	28	D	—
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D
CHASE COUNTY, NE								
44-45	Retail trade	35	44 796	3 732	795	240	36.9	.1
441	Motor vehicle & parts dealers	6	25 450	1 729	352	67	32.8	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	3 402	329	70	17	3.8	—
445	Food & beverage stores	6	5 752	665	142	68	100.0	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	4 449	383	91	30	—	—
448	Clothing & clothing accessories stores	3	385	45	13	10	—	6.2
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
CHERRY COUNTY, NE								
44-45	Retail trade	49	60 701	5 771	1 287	399	42.4	13.7
441	Motor vehicle & parts dealers	7	17 775	1 841	353	80	69.5	—
442	Furniture & home furnishings stores	4	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	7 119	540	143	38	23.7	—
4441	Building material & supplies dealers	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	7	11 693	1 273	317	111	.4	39.9
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	6 360	487	106	37	44.1	44.9
448	Clothing & clothing accessories stores	4	2 318	321	74	21	83.3	4.1
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	7 124	667	151	56	D	—
45299	All other general merchandise stores	3	7 124	667	151	56	D	—
452990	All other general merchandise stores	3	7 124	667	151	56	D	—
4529903	Miscellaneous general merchandise stores	3	7 124	667	151	56	D	—
453	Miscellaneous store retailers	4	312	26	6	7	100.0	—
454	Nonstore retailers	5	4 247	283	62	14	50.1	16.7
CHEYENNE COUNTY, NE								
44-45	Retail trade	61	649 802	22 223	4 921	964	2.7	.4
441	Motor vehicle & parts dealers	8	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	D	D	D	a	D	D
443	Electronics & appliance stores	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
4441	Building material & supplies dealers	2	D	D	D	b	D	D
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	15	D	D	D	b	D	D
448	Clothing & clothing accessories stores	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	c	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	1	D	D	D	c	D	D
45111	Sporting goods stores	1	D	D	D	c	D	D
451110	Sporting goods stores	1	D	D	D	c	D	D
4511101	General-line sporting goods stores	1	D	D	D	c	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	e	D	D
4541	Electronic shopping & mail-order houses	1	D	D	D	e	D	D
45411	Electronic shopping & mail-order houses	1	D	D	D	e	D	D
454110	Electronic shopping & mail-order houses	1	D	D	D	e	D	D

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

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							From administrative records ¹	Estimated ²
CLAY COUNTY, NE								
44-45	Retail trade	40	43 925	2 853	709	202	22.9	3.7
441	Motor vehicle & parts dealers	4	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	16	18 506	1 145	304	61	7.8	—
4442	Lawn & garden equipment & supplies stores	11	16 575	937	258	45	—	—
44422	Nursery & garden centers	11	16 575	937	258	45	—	—
444220	Nursery & garden centers	11	16 575	937	258	45	—	—
445	Food & beverage stores	9	8 175	679	149	81	71.1	14.1
447	Gasoline stations	6	3 571	257	60	22	44.2	2.5
453	Miscellaneous store retailers	4	D	D	D	a	D	D
COLFAX COUNTY, NE								
44-45	Retail trade	51	76 250	5 857	1 364	383	39.3	4.5
441	Motor vehicle & parts dealers	11	13 706	868	213	48	70.0	1.2
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	9	22 734	1 142	247	68	57.9	—
4442	Lawn & garden equipment & supplies stores	4	21 019	929	200	50	57.6	—
44422	Nursery & garden centers	4	21 019	929	200	50	57.6	—
444220	Nursery & garden centers	4	21 019	929	200	50	57.6	—
445	Food & beverage stores	10	12 551	1 321	315	120	29.3	—
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	7	9 357	476	95	44	17.9	31.3
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	1 769	164	37	21	—	16.8
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
45431	Fuel dealers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D
CUMING COUNTY, NE								
44-45	Retail trade	60	97 788	6 676	1 454	466	21.6	2.8
441	Motor vehicle & parts dealers	6	27 081	1 196	282	88	17.6	—
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	14	36 882	2 426	493	110	8.1	3.7
4441	Building material & supplies dealers	5	3 938	546	115	41	76.2	—
4442	Lawn & garden equipment & supplies stores	9	32 944	1 880	378	69	—	4.2
44422	Nursery & garden centers	9	32 944	1 880	378	69	—	4.2
444220	Nursery & garden centers	9	32 944	1 880	378	69	—	4.2
445	Food & beverage stores	10	14 673	1 221	257	101	59.8	—
446	Health & personal care stores	3	3 757	442	112	28	D	—
447	Gasoline stations	9	7 765	456	102	50	9.9	17.9
448	Clothing & clothing accessories stores	4	1 338	251	57	20	16.2	—
452	General merchandise stores	4	3 978	412	90	41	30.4	—
45299	All other general merchandise stores	4	3 978	412	90	41	30.4	—
452990	All other general merchandise stores	4	3 978	412	90	41	30.4	—
453	Miscellaneous store retailers	5	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
CUSTER COUNTY, NE								
44-45	Retail trade	83	81 226	6 665	1 449	534	28.7	3.5
441	Motor vehicle & parts dealers	9	21 609	1 608	334	66	1.7	—
442	Furniture & home furnishings stores	3	1 573	178	43	18	D	—
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	13	12 621	921	191	60	27.4	—
4441	Building material & supplies dealers	9	4 975	462	108	35	65.3	—
4442	Lawn & garden equipment & supplies stores	4	7 646	459	83	25	2.7	—
44422	Nursery & garden centers	4	7 646	459	83	25	2.7	—
444220	Nursery & garden centers	4	7 646	459	83	25	2.7	—
445	Food & beverage stores	11	15 337	1 119	265	123	50.7	2.9
446	Health & personal care stores	5	6 050	496	118	41	71.3	5.1
447	Gasoline stations	14	13 502	953	205	100	24.1	15.5
448	Clothing & clothing accessories stores	6	785	74	14	15	82.3	2.7
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	5	5 573	562	118	58	.9	—
45299	All other general merchandise stores	5	5 573	562	118	58	.9	—
452990	All other general merchandise stores	5	5 573	562	118	58	.9	—
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
454	Nonstore retailers	8	3 007	580	119	28	59.2	—
DAKOTA COUNTY, NE								
44-45	Retail trade	80	105 028	11 493	2 660	878	5.6	2.5
441	Motor vehicle & parts dealers	17	16 848	2 105	506	105	22.3	1.9
442	Furniture & home furnishings stores	2	D	D	D	b	D	D
443	Electronics & appliance stores	3	2 612	279	70	20	—	—
444	Building material & garden equipment & supplies dealers	8	3 924	764	118	49	5.6	—
445	Food & beverage stores	17	32 926	3 696	839	305	1.0	1.3
446	Health & personal care stores	3	5 305	556	132	45	—	—
447	Gasoline stations	13	10 107	726	167	79	10.9	18.5
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
DAWES COUNTY, NE								
44-45	Retail trade	61	81 390	6 692	1 419	663	36.3	.8
441	Motor vehicle & parts dealers	11	31 082	2 403	479	112	55.4	.6
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	4 050	579	111	52	76.9	—
4441	Building material & supplies dealers	7	D	D	D	b	D	D
445	Food & beverage stores	8	14 612	1 159	243	91	17.8	.5
446	Health & personal care stores	3	3 407	297	66	29	100.0	—
447	Gasoline stations	5	6 706	581	137	48	20.4	—
448	Clothing & clothing accessories stores	3	1 330	133	33	14	D	—
451	Sporting goods, hobby, book, & music stores	7	1 389	128	28	22	5.3	3.1
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	4	15 464	981	217	257	.2	—
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	3	983	142	34	10	D	—
DAWSON COUNTY, NE								
44-45	Retail trade	149	185 350	18 928	4 475	1 401	12.8	9.2
441	Motor vehicle & parts dealers	18	42 972	2 863	707	117	5.1	28.7
442	Furniture & home furnishings stores	9	5 038	542	136	45	85.5	—
4421	Furniture stores	5	3 586	466	119	35	91.9	—
44211	Furniture stores	5	3 586	466	119	35	91.9	—
442110	Furniture stores	5	3 586	466	119	35	91.9	—
443	Electronics & appliance stores	5	1 380	145	33	18	17.7	—
444	Building material & garden equipment & supplies dealers	20	22 334	2 397	481	136	14.1	—
4441	Building material & supplies dealers	15	12 344	1 720	329	97	25.4	—
44419	Other building material dealers	11	10 567	1 496	279	70	16.8	—
444190	Other building material dealers	11	10 567	1 496	279	70	16.8	—
4442	Lawn & garden equipment & supplies stores	5	9 990	677	152	39	—	—
44422	Nursery & garden centers	5	9 990	677	152	39	—	—
444220	Nursery & garden centers	5	9 990	677	152	39	—	—
445	Food & beverage stores	14	31 092	3 175	715	294	14.6	.9
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health & personal care stores	9	8 814	1 025	243	72	46.3	4.1
4461	Health & personal care stores	9	8 814	1 025	243	72	46.3	4.1
447	Gasoline stations	25	28 466	2 282	555	177	5.3	12.5
448	Clothing & clothing accessories stores	13	3 367	389	82	43	66.7	1.4
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	6	22 548	2 221	512	207	—	—
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	19	D	D	D	b	D	D
454	Nonstore retailers	10	16 214	3 395	889	213	2.7	1.5
4542	Vending machine operators	2	D	D	D	c	D	D
45421	Vending machine operators	2	D	D	D	c	D	D
454210	Vending machine operators	2	D	D	D	c	D	D
4543	Direct selling establishments	6	D	D	D	b	D	D
45439	Other direct selling establishments	4	D	D	D	b	D	D
454390	Other direct selling establishments	4	D	D	D	b	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
DEUEL COUNTY, NE								
44-45	Retail trade	15	24 628	1 603	378	136	16.3	—
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
DIXON COUNTY, NE								
44-45	Retail trade	16	23 497	1 355	290	97	34.4	—
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	4	14 828	746	167	26	—	—
44422	Nursery & garden centers	4	14 828	746	167	26	—	—
444220	Nursery & garden centers	4	14 828	746	167	26	—	—
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	2 224	153	32	18	D	—
454	Nonstore retailers	1	D	D	D	a	D	D
DODGE COUNTY, NE								
44-45	Retail trade	185	479 844	37 759	8 449	2 313	5.8	12.6
441	Motor vehicle & parts dealers	25	224 637	12 336	2 766	408	.8	17.4
4411	Automobile dealers	11	D	D	D	e	D	D
44111	New car dealers	10	211 951	10 594	2 329	311	.7	18.2
441110	New car dealers	10	211 951	10 594	2 329	311	.7	18.2
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	3	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	6	D	D	D	b	D	D
4421	Furniture stores	3	5 003	757	115	37	—	35.1
44211	Furniture stores	3	5 003	757	115	37	—	35.1
442110	Furniture stores	3	5 003	757	115	37	—	35.1
443	Electronics & appliance stores	7	2 324	226	57	19	23.6	23.2
4431	Electronics & appliance stores	7	2 324	226	57	19	23.6	23.2
444	Building material & garden equipment & supplies dealers	25	49 259	5 284	1 276	230	2.8	3.6
4441	Building material & supplies dealers	17	35 796	3 721	952	168	3.3	4.9
44419	Other building material dealers	11	30 946	3 117	811	123	.9	5.7
444190	Other building material dealers	11	30 946	3 117	811	123	.9	5.7
4442	Lawn & garden equipment & supplies stores	8	13 463	1 563	324	62	1.6	—
44422	Nursery & garden centers	7	D	D	D	b	D	D
444220	Nursery & garden centers	7	D	D	D	b	D	D
445	Food & beverage stores	20	46 964	4 423	1 079	410	16.0	.5
4452	Specialty food stores	5	D	D	D	a	D	D
446	Health & personal care stores	16	25 044	3 062	562	149	7.5	56.2
4461	Health & personal care stores	16	25 044	3 062	562	149	7.5	56.2
447	Gasoline stations	25	33 125	1 894	448	187	32.0	6.4
44711	Gasoline stations with convenience stores	18	25 661	1 411	343	154	37.7	8.2
447110	Gasoline stations with convenience stores	18	25 661	1 411	343	154	37.7	8.2
448	Clothing & clothing accessories stores	17	13 895	1 943	462	204	4.1	.2
4481	Clothing stores	12	11 101	1 569	361	171	5.1	.3
451	Sporting goods, hobby, book, & music stores	7	1 608	182	43	19	27.1	3.4

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
DODGE COUNTY, NE—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	9	64 651	5 610	1 218	512	—	—
4529	Other general merchandise stores	9	64 651	5 610	1 218	512	—	—
45299	All other general merchandise stores	8	D	D	D	b	D	D
452990	All other general merchandise stores	8	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	5	D	D	D	b	D	D
453	Miscellaneous store retailers	22	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	7	4 895	863	199	50	3.9	—
45321	Office supplies & stationery stores	1	D	D	D	b	D	D
453210	Office supplies & stationery stores	1	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	b	D	D
4533	Used merchandise stores	7	1 861	261	59	23	43.6	24.9
45331	Used merchandise stores	7	1 861	261	59	23	43.6	24.9
453310	Used merchandise stores	7	1 861	261	59	23	43.6	24.9
4539	Other miscellaneous store retailers	5	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	6	1 685	96	24	13	16.9	7.4
DOUGLAS COUNTY, NE								
44-45	Retail trade	1 931	5 634 500	591 714	143 021	34 920	5.9	2.7
441	Motor vehicle & parts dealers	230	1 297 808	108 208	25 524	3 506	11.8	3.2
4411	Automobile dealers	84	D	D	D	g	D	D
44111	New car dealers	36	1 007 465	72 124	17 119	1 998	12.6	2.7
441110	New car dealers	36	1 007 465	72 124	17 119	1 998	12.6	2.7
44112	Used car dealers	48	D	D	D	c	D	D
441120	Used car dealers	48	D	D	D	c	D	D
4412	Other motor vehicle dealers	21	D	D	D	c	D	D
44121	Recreational vehicle dealers	5	D	D	D	b	D	D
441210	Recreational vehicle dealers	5	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	16	D	D	D	c	D	D
441221	Motorcycle dealers	5	D	D	D	b	D	D
441222	Boat dealers	10	14 628	1 210	269	51	23.0	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	125	192 004	27 837	6 444	1 173	4.0	4.3
44131	Automotive parts & accessories stores	91	145 030	19 124	4 509	888	4.2	4.2
441310	Automotive parts & accessories stores	91	145 030	19 124	4 509	888	4.2	4.2
44132	Tire dealers	34	46 974	8 713	1 935	285	3.5	4.5
441320	Tire dealers	34	46 974	8 713	1 935	285	3.5	4.5
442	Furniture & home furnishings stores	86	552 054	42 192	9 884	1 850	2.0	.7
4421	Furniture stores	26	480 599	28 930	6 747	1 252	.6	.3
44211	Furniture stores	26	480 599	28 930	6 747	1 252	.6	.3
442110	Furniture stores	26	480 599	28 930	6 747	1 252	.6	.3
4422	Home furnishings stores	60	71 455	13 262	3 137	598	11.9	3.2
44221	Floor covering stores	22	50 885	10 353	2 519	357	12.0	.1
442210	Floor covering stores	22	50 885	10 353	2 519	357	12.0	.1
44229	Other home furnishings stores	38	20 570	2 909	618	241	11.8	11.0
442291	Window treatment stores	7	1 999	283	70	22	15.0	—
442299	All other home furnishings stores	31	18 571	2 626	548	219	11.5	12.2
443	Electronics & appliance stores	77	156 200	17 777	4 343	890	6.8	4.6
4431	Electronics & appliance stores	77	156 200	17 777	4 343	890	6.8	4.6
44311	Appliance, television, & other electronics stores	47	108 511	10 881	2 583	608	4.5	3.5
443111	Household appliance stores	13	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	34	D	D	D	f	D	D
44312	Computer & software stores	26	D	D	D	c	D	D
443120	Computer & software stores	26	D	D	D	c	D	D
44313	Camera & photographic supplies stores	4	D	D	D	b	D	D
443130	Camera & photographic supplies stores	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	160	479 594	58 047	13 725	2 443	2.6	.5
4441	Building material & supplies dealers	131	435 290	49 657	12 245	2 045	2.3	.5
44411	Home centers	5	71 248	5 951	1 605	417	—	—
444110	Home centers	5	71 248	5 951	1 605	417	—	—
44412	Paint & wallpaper stores	16	D	D	D	b	D	D
444120	Paint & wallpaper stores	16	D	D	D	b	D	D
44413	Hardware stores	26	D	D	D	e	D	D
444130	Hardware stores	26	D	D	D	e	D	D
44419	Other building material dealers	84	321 983	38 127	9 353	1 268	2.2	.5
444190	Other building material dealers	84	321 983	38 127	9 353	1 268	2.2	.5
4442	Lawn & garden equipment & supplies stores	29	44 304	8 390	1 480	398	5.6	1.2
44421	Outdoor power equipment stores	12	D	D	D	c	D	D
444210	Outdoor power equipment stores	12	D	D	D	c	D	D
44422	Nursery & garden centers	17	D	D	D	e	D	D
444220	Nursery & garden centers	17	D	D	D	e	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
DOUGLAS COUNTY, NE—Con.								
44-45 Retail trade—Con.								
445	Food & beverage stores	167	757 418	81 290	19 425	6 234	3.0	.9
4451	Grocery stores	101	733 041	77 232	18 492	5 842	2.6	.7
44511	Supermarkets & other grocery (except convenience) stores	85	716 625	75 306	18 041	5 686	2.4	.7
445110	Supermarkets & other grocery (except convenience) stores	85	716 625	75 306	18 041	5 686	2.4	.7
44512	Convenience stores	16	16 416	1 926	451	156	10.3	—
445120	Convenience stores	16	16 416	1 926	451	156	10.3	—
4452	Specialty food stores	41	10 815	2 292	513	244	24.0	—
4453	Beer, wine, & liquor stores	25	13 562	1 766	420	148	7.8	11.7
44531	Beer, wine, & liquor stores	25	13 562	1 766	420	148	7.8	11.7
445310	Beer, wine, & liquor stores	25	13 562	1 766	420	148	7.8	11.7
446	Health & personal care stores	169	227 781	29 503	7 151	2 271	10.1	8.9
4461	Health & personal care stores	169	227 781	29 503	7 151	2 271	10.1	8.9
44611	Pharmacies & drug stores	75	187 862	21 836	5 411	1 782	9.6	9.2
446110	Pharmacies & drug stores	75	187 862	21 836	5 411	1 782	9.6	9.2
4461101	Pharmacies & drug stores	70	D	D	D	g	D	D
4461102	Proprietary stores	5	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, & perfume stores	23	12 189	1 825	432	157	—	4.8
446120	Cosmetics, beauty supplies, & perfume stores	23	12 189	1 825	432	157	—	4.8
44613	Optical goods stores	48	16 239	3 442	812	208	15.1	10.9
446130	Optical goods stores	48	16 239	3 442	812	208	15.1	10.9
44619	Other health & personal care stores	23	11 491	2 400	496	124	21.8	7.0
446191	Food (health) supplement stores	11	D	D	D	b	D	D
446199	All other health & personal care stores	12	D	D	D	b	D	D
447	Gasoline stations	216	306 109	21 643	5 180	1 511	8.0	5.0
4471	Gasoline stations	216	306 109	21 643	5 180	1 511	8.0	5.0
44711	Gasoline stations with convenience stores	161	251 002	16 892	4 040	1 191	5.2	3.3
447110	Gasoline stations with convenience stores	161	251 002	16 892	4 040	1 191	5.2	3.3
44719	Other gasoline stations	55	55 107	4 751	1 140	320	21.0	12.6
447190	Other gasoline stations	55	55 107	4 751	1 140	320	21.0	12.6
448	Clothing & clothing accessories stores	314	299 633	37 659	8 960	3 011	5.3	4.1
4481	Clothing stores	200	180 041	23 348	5 434	1 986	6.9	4.9
44811	Men's clothing stores	38	26 653	5 140	1 069	240	16.1	16.6
448110	Men's clothing stores	38	26 653	5 140	1 069	240	16.1	16.6
44812	Women's clothing stores	79	51 480	6 880	1 750	709	12.2	7.6
448120	Women's clothing stores	79	51 480	6 880	1 750	709	12.2	7.6
44813	Children's & infants' clothing stores	9	7 805	726	185	78	3.8	—
448130	Children's & infants' clothing stores	9	7 805	726	185	78	3.8	—
44814	Family clothing stores	33	77 776	8 613	1 963	740	.9	.1
448140	Family clothing stores	33	77 776	8 613	1 963	740	.9	.1
44815	Clothing accessories stores	17	3 167	521	129	75	17.3	10.1
448150	Clothing accessories stores	17	3 167	521	129	75	17.3	10.1
44819	Other clothing stores	24	13 160	1 468	338	144	2.8	.6
448190	Other clothing stores	24	13 160	1 468	338	144	2.8	.6
4482	Shoe stores	68	37 784	4 562	1 043	426	1.6	5.5
44821	Shoe stores	68	37 784	4 562	1 043	426	1.6	5.5
448210	Shoe stores	68	37 784	4 562	1 043	426	1.6	5.5
4482101	Men's shoe stores	5	D	D	D	a	D	D
4482102	Women's shoe stores	10	D	D	D	b	D	D
4482103	Children's & juveniles' shoe stores	3	D	D	D	b	D	D
4482104	Family shoe stores	35	16 710	2 218	517	198	1.5	3.4
4482105	Athletic footwear stores	15	13 834	1 316	287	129	—	.4
4483	Jewelry, luggage, & leather goods stores	46	81 808	9 749	2 483	599	3.5	1.8
44831	Jewelry stores	44	D	D	D	f	D	D
448310	Jewelry stores	44	D	D	D	f	D	D
44832	Luggage & leather goods stores	2	D	D	D	a	D	D
448320	Luggage & leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	165	D	D	D	g	D	D
4511	Sporting goods, hobby, & musical instrument stores	106	100 557	12 126	2 949	944	22.2	2.0
45111	Sporting goods stores	57	49 907	6 095	1 428	415	28.4	3.2
451110	Sporting goods stores	57	49 907	6 095	1 428	415	28.4	3.2
4511101	General-line sporting goods stores	15	17 468	1 788	398	151	18.9	.5
4511102	Specialty-line sporting goods stores	42	32 439	4 307	1 030	264	33.5	4.7
45112	Hobby, toy, & game stores	25	37 172	3 925	939	385	20.6	.1
451120	Hobby, toy, & game stores	25	37 172	3 925	939	385	20.6	.1
45113	Sewing, needlework, & piece goods stores	11	3 734	582	156	75	2.5	8.8
451130	Sewing, needlework, & piece goods stores	11	3 734	582	156	75	2.5	8.8
45114	Musical instrument & supplies stores	13	9 744	1 524	426	69	4.1	—
451140	Musical instrument & supplies stores	13	9 744	1 524	426	69	4.1	—
4512	Book, periodical, & music stores	59	D	D	D	f	D	D
45121	Book stores & news dealers	35	D	D	D	e	D	D
451211	Book stores	33	D	D	D	e	D	D
4512111	Book stores, general	21	18 676	2 176	508	332	2.7	9.6
4512112	Specialty book stores	5	D	D	D	b	D	D
4512113	College book stores	7	D	D	D	b	D	D
451212	News dealers & newsstands	2	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores	24	17 674	1 787	283	120	4.4	53.2
451220	Prerecorded tape, compact disc, & record stores	24	17 674	1 787	283	120	4.4	53.2

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
DOUGLAS COUNTY, NE—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	37	641 419	62 870	14 898	5 125	—	—
4521	Department stores (incl leased depts) ##	23	493 875	N	N	N	—	—
45211	Department stores (incl leased depts) ##	23	493 875	N	N	N	—	—
4521	Department stores (excl leased depts)	23	486 086	51 625	12 264	4 249	—	—
452110	Department stores (excl leased depts)	23	486 086	51 625	12 264	4 249	—	—
4521101	Conventional department stores (excl leased depts)	5	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	13	244 203	23 216	5 459	1 864	—	—
4521103	National chain department stores (excl leased depts)	5	D	D	D	g	D	D
4529	Other general merchandise stores	14	155 333	11 245	2 634	876	—	—
45291	Warehouse clubs & superstores	2	D	D	D	f	D	D
452910	Warehouse clubs & superstores	2	D	D	D	f	D	D
45299	All other general merchandise stores	12	D	D	D	c	D	D
452990	All other general merchandise stores	12	D	D	D	c	D	D
4529901	Variety stores	7	D	D	D	b	D	D
4529902	Catalog showrooms	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	4	18 886	1 657	385	149	—	—
453	Miscellaneous store retailers	245	D	D	D	g	D	D
4531	Florists	34	10 846	2 738	695	238	33.7	1.1
45311	Florists	34	10 846	2 738	695	238	33.7	1.1
453110	Florists	34	10 846	2 738	695	238	33.7	1.1
4532	Office supplies, stationery, & gift stores	94	D	D	D	f	D	D
45321	Office supplies & stationery stores	16	D	D	D	e	D	D
453210	Office supplies & stationery stores	16	D	D	D	e	D	D
4532101	Stationery stores	2	D	D	D	a	D	D
4532102	Office supplies stores	14	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores	78	35 589	5 299	1 245	704	11.6	7.9
453220	Gift, novelty, & souvenir stores	78	35 589	5 299	1 245	704	11.6	7.9
4533	Used merchandise stores	42	10 767	2 896	684	273	12.8	29.4
45331	Used merchandise stores	42	10 767	2 896	684	273	12.8	29.4
453310	Used merchandise stores	42	10 767	2 896	684	273	12.8	29.4
4539	Other miscellaneous store retailers	75	D	D	D	f	D	D
45391	Pet & pet supplies stores	12	D	D	D	c	D	D
453910	Pet & pet supplies stores	12	D	D	D	c	D	D
45392	Art dealers	14	D	D	D	b	D	D
453920	Art dealers	14	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	7	16 776	1 927	515	48	68.9	12.3
453930	Manufactured (mobile) home dealers	7	16 776	1 927	515	48	68.9	12.3
45399	All other miscellaneous store retailers	42	D	D	D	c	D	D
454	Nonstore retailers	65	584 429	92 063	24 283	4 522	1.6	3.0
4541	Electronic shopping & mail-order houses	14	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses	14	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses	14	D	D	D	f	D	D
4542	Vending machine operators	16	D	D	D	e	D	D
45421	Vending machine operators	16	D	D	D	e	D	D
454210	Vending machine operators	16	D	D	D	e	D	D
4543	Direct selling establishments	35	D	D	D	h	D	D
45439	Other direct selling establishments	33	D	D	D	h	D	D
454390	Other direct selling establishments	33	D	D	D	h	D	D
DUNDY COUNTY, NE								
44-45	Retail trade	17	15 727	1 350	309	84	14.3	7.4
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	6 279	627	140	31	1.4	—
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	2	D	D	D	b	D	D
444220	Nursery & garden centers	2	D	D	D	b	D	D
445	Food & beverage stores	4	2 425	198	50	20	61.1	38.9
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	3 671	246	56	17	D	—
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
FILLMORE COUNTY, NE								
44-45	Retail trade	38	30 545	2 499	577	229	59.6	3.6
441	Motor vehicle & parts dealers	6	9 738	545	131	34	78.3	8.0
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	4 764	259	59	18	—	—
445	Food & beverage stores	7	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	8	4 892	272	75	36	47.0	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	1 707	177	39	18	—	—
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
FRANKLIN COUNTY, NE								
44-45	Retail trade	23	13 043	1 202	276	97	41.9	.2
441	Motor vehicle & parts dealers	4	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	1 591	117	27	8	9.7	1.8
445	Food & beverage stores	3	4 545	443	107	31	D	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	5	4 205	304	73	29	7.6	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
FRONTIER COUNTY, NE								
44-45	Retail trade	17	6 270	624	149	78	70.6	16.0
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	6	D	D	D	b	D	D
447	Gasoline stations	4	2 045	244	57	27	58.9	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
FURNAS COUNTY, NE								
44-45	Retail trade	41	55 221	3 998	912	285	12.0	45.8
441	Motor vehicle & parts dealers	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	19 446	1 350	286	80	8.6	60.7
4441	Building material & supplies dealers	5	2 097	193	43	22	79.6	20.4
4442	Lawn & garden equipment & supplies stores	3	17 349	1 157	243	58	—	65.6
44422	Nursery & garden centers	3	17 349	1 157	243	58	—	65.6
444220	Nursery & garden centers	3	17 349	1 157	243	58	—	65.6
445	Food & beverage stores	7	6 297	696	184	77	52.5	29.0
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	9	12 209	773	160	58	5.5	61.2
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	4	411	45	6	5	59.4	—
453	Miscellaneous store retailers	2	D	D	D	a	D	D
GAGE COUNTY, NE								
44-45	Retail trade	153	190 134	15 821	3 871	1 310	32.2	5.0
441	Motor vehicle & parts dealers	16	56 752	3 549	883	163	44.0	3.4
442	Furniture & home furnishings stores	3	2 284	179	43	15	D	—
443	Electronics & appliance stores	7	6 161	890	221	63	8.7	—
4431	Electronics & appliance stores	7	6 161	890	221	63	8.7	—
44311	Appliance, television, & other electronics stores	5	D	D	D	b	D	D
443111	Household appliance stores	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	23	20 084	1 870	453	118	35.9	1.6
4441	Building material & supplies dealers	14	11 928	1 162	311	81	41.3	.8
44419	Other building material dealers	8	9 976	979	269	62	44.0	.9
444190	Other building material dealers	8	9 976	979	269	62	44.0	.9
4442	Lawn & garden equipment & supplies stores	9	8 156	708	142	37	27.9	2.8
44422	Nursery & garden centers	7	D	D	D	b	D	D
444220	Nursery & garden centers	7	D	D	D	b	D	D
445	Food & beverage stores	22	29 838	2 328	563	245	47.6	5.5
4452	Specialty food stores	5	D	D	D	b	D	D
446	Health & personal care stores	12	9 899	1 113	265	68	43.8	.4
4461	Health & personal care stores	12	9 899	1 113	265	68	43.8	.4
447	Gasoline stations	20	26 360	1 836	465	164	11.9	16.3
448	Clothing & clothing accessories stores	17	7 917	1 046	254	112	25.6	1.1
4481	Clothing stores	10	5 587	693	165	83	25.7	—
451	Sporting goods, hobby, book, & music stores	7	D	D	D	b	D	D
452	General merchandise stores	6	22 342	1 827	430	229	—	—
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	13	D	D	D	b	D	D
454	Nonstore retailers	7	3 543	401	111	45	7.3	22.6
GARDEN COUNTY, NE								
44-45	Retail trade	15	9 638	929	203	80	35.0	5.9
444	Building material & garden equipment & supplies dealers	4	3 311	303	63	18	28.6	—
445	Food & beverage stores	4	2 841	207	45	29	81.6	18.4
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
GARFIELD COUNTY, NE								
44-45	Retail trade	26	32 983	1 822	437	135	16.4	.3
441	Motor vehicle & parts dealers	4	968	172	42	12	24.5	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	21 844	758	186	43	6.0	—
4441	Building material & supplies dealers	4	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	2	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	5 106	345	90	26	—	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
GOSPER COUNTY, NE								
44-45	Retail trade	5	1 973	112	30	17	38.1	5.3
445	Food & beverage stores	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
GRANT COUNTY, NE								
44-45	Retail trade	6	2 927	362	84	41	4.7	11.5
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
GREELEY COUNTY, NE								
44-45	Retail trade	19	32 767	1 929	381	111	16.4	2.1
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
44422	Nursery & garden centers	4	D	D	D	b	D	D
444220	Nursery & garden centers	4	D	D	D	b	D	D
445	Food & beverage stores	5	2 139	151	36	24	97.2	2.8
447	Gasoline stations	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
HALL COUNTY, NE								
44-45	Retail trade	347	722 070	69 246	15 954	4 646	6.8	2.1
441	Motor vehicle & parts dealers	43	139 315	12 132	2 668	437	2.1	1.2
4411	Automobile dealers	21	111 970	8 402	1 791	255	2.4	.5
44112	Used car dealers	13	15 160	1 050	226	38	7.5	.4
441120	Used car dealers	13	15 160	1 050	226	38	7.5	.4
4412	Other motor vehicle dealers	6	10 380	821	177	36	—	.4
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	5	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	16	16 965	2 909	700	146	1.0	6.4
44131	Automotive parts & accessories stores	10	9 716	1 766	452	100	1.7	11.2
441310	Automotive parts & accessories stores	10	9 716	1 766	452	100	1.7	11.2
44132	Tire dealers	6	7 249	1 143	248	46	—	—
441320	Tire dealers	6	7 249	1 143	248	46	—	—
442	Furniture & home furnishings stores	17	13 799	1 889	463	122	16.5	4.6
4421	Furniture stores	10	10 391	1 365	342	78	20.2	3.9
44211	Furniture stores	10	10 391	1 365	342	78	20.2	3.9
442110	Furniture stores	10	10 391	1 365	342	78	20.2	3.9
4422	Home furnishings stores	7	3 408	524	121	44	5.1	6.8
443	Electronics & appliance stores	13	19 088	1 886	444	78	16.4	—
4431	Electronics & appliance stores	13	19 088	1 886	444	78	16.4	—
44311	Appliance, television, & other electronics stores	8	13 757	1 254	292	56	12.9	—
443111	Household appliance stores	4	9 464	714	161	29	11.6	—
443112	Radio, television, & other electronics stores	4	4 293	540	131	27	15.8	—
44312	Computer & software stores	5	5 331	632	152	22	25.5	—
443120	Computer & software stores	5	5 331	632	152	22	25.5	—
444	Building material & garden equipment & supplies dealers	44	114 146	12 898	3 091	600	1.7	.8
4441	Building material & supplies dealers	30	89 684	10 397	2 421	493	1.5	1.0
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
44419	Other building material dealers	26	D	D	D	c	D	D
444190	Other building material dealers	26	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores	14	24 462	2 501	670	107	2.4	—
44422	Nursery & garden centers	11	22 706	2 286	635	96	2.5	—
444220	Nursery & garden centers	11	22 706	2 286	635	96	2.5	—
445	Food & beverage stores	23	43 442	3 798	896	321	7.7	2.1
4452	Specialty food stores	6	D	D	D	b	D	D
446	Health & personal care stores	20	14 641	2 108	469	137	10.9	.5
4461	Health & personal care stores	20	14 641	2 108	469	137	10.9	.5
44612	Cosmetics, beauty supplies, & perfume stores	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	2	D	D	D	a	D	D
44619	Other health & personal care stores	7	2 593	391	97	20	—	2.9
447	Gasoline stations	45	117 350	7 573	1 715	495	22.3	5.6
4471	Gasoline stations	45	117 350	7 573	1 715	495	22.3	5.6
44711	Gasoline stations with convenience stores	33	47 863	2 764	620	227	5.4	13.8
447110	Gasoline stations with convenience stores	33	47 863	2 764	620	227	5.4	13.8
44719	Other gasoline stations	12	69 487	4 809	1 095	268	33.9	—
447190	Other gasoline stations	12	69 487	4 809	1 095	268	33.9	—
448	Clothing & clothing accessories stores	52	32 956	3 874	973	397	7.7	10.0
4481	Clothing stores	32	22 537	2 505	600	284	3.3	12.4
44814	Family clothing stores	6	12 677	1 268	296	120	—	6.3
448140	Family clothing stores	6	12 677	1 268	296	120	—	6.3
4482104	Family shoe stores	10	4 742	553	137	44	37.5	—
4482105	Athletic footwear stores	3	1 878	241	64	35	—	—
4483	Jewelry, luggage, & leather goods stores	7	3 799	575	172	34	—	13.3
451	Sporting goods, hobby, book, & music stores	25	12 370	1 421	290	134	6.5	—
4511	Sporting goods, hobby, & musical instrument stores	19	8 578	1 098	211	99	4.0	—
45112	Hobby, toy, & game stores	7	4 315	495	69	25	6.3	—
451120	Hobby, toy, & game stores	7	4 315	495	69	25	6.3	—
45113	Sewing, needlework, & piece goods stores	4	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores	4	D	D	D	b	D	D
4512	Book, periodical, & music stores	6	3 792	323	79	35	12.1	—
45121	Book stores & news dealers	4	D	D	D	b	D	D
4512112	Specialty book stores	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
HALL COUNTY, NE—Con.								
44-45 Retail trade—Con.								
452	General merchandise stores	13	198 679	18 852	4 430	1 657	—	—
4521	Department stores (excl leased depts)	6	98 648	9 377	2 306	832	—	—
45211	Department stores (excl leased depts)	6	98 648	9 377	2 306	832	—	—
452110	Department stores (excl leased depts)	6	98 648	9 377	2 306	832	—	—
4521101	Conventional department stores (excl leased depts)	2	D	D	D	c	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	67 024	5 974	1 509	518	—	—
4529	Other general merchandise stores	7	100 031	9 475	2 124	825	—	—
45291	Warehouse clubs & superstores	3	D	D	D	f	D	D
452910	Warehouse clubs & superstores	3	D	D	D	f	D	D
45299	All other general merchandise stores	4	D	D	D	c	D	D
452990	All other general merchandise stores	4	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	42	13 893	2 262	418	203	27.3	5.2
4532	Office supplies, stationery, & gift stores	16	D	D	D	b	D	D
4539	Other miscellaneous store retailers	15	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	4 249	755	98	28	D	—
453930	Manufactured (mobile) home dealers	3	4 249	755	98	28	D	—
45399	All other miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	10	2 391	553	97	65	30.9	26.8
HAMILTON COUNTY, NE								
44-45	Retail trade	35	39 868	4 222	1 011	302	21.4	14.1
441	Motor vehicle & parts dealers	5	8 748	953	238	44	—	35.9
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
44312	Computer & software stores	1	D	D	D	a	D	D
443120	Computer & software stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	9 445	1 006	271	45	9.5	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	b	D	D
44421	Outdoor power equipment stores	1	D	D	D	b	D	D
444210	Outdoor power equipment stores	1	D	D	D	b	D	D
445	Food & beverage stores	4	D	D	D	b	D	D
446	Health & personal care stores	4	2 371	315	63	18	—	93.8
447	Gasoline stations	7	6 084	447	85	44	43.1	—
448	Clothing & clothing accessories stores	3	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
HARLAN COUNTY, NE								
44-45	Retail trade	20	17 020	1 259	306	103	78.5	.3
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	897	100	27	10	100.0	—
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	2 696	172	40	15	—	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
HAYES COUNTY, NE								
44-45	Retail trade	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
HITCHCOCK COUNTY, NE								
44-45	Retail trade	14	18 183	1 322	292	93	25.8	1.8
444	Building material & garden equipment & supplies dealers	3	10 631	763	163	43	D	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	b	D	D
44422	Nursery & garden centers	2	D	D	D	b	D	D
444220	Nursery & garden centers	2	D	D	D	b	D	D
445	Food & beverage stores	4	2 689	188	46	19	69.5	—
447	Gasoline stations	3	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
454	Nonstore retailers	3	2 341	217	48	13	D	14.3
HOLT COUNTY, NE								
44-45	Retail trade	95	99 633	7 540	1 733	610	27.4	13.1
441	Motor vehicle & parts dealers	19	23 910	1 693	401	99	8.6	23.0
442	Furniture & home furnishings stores	4	1 011	83	19	10	85.1	—
443	Electronics & appliance stores	3	693	38	15	5	D	40.1
444	Building material & garden equipment & supplies dealers	14	18 327	1 586	317	73	9.0	1.9
4441	Building material & supplies dealers	9	4 851	528	132	35	34.0	—
4442	Lawn & garden equipment & supplies stores	5	13 476	1 058	185	38	—	2.6
44422	Nursery & garden centers	5	13 476	1 058	185	38	—	2.6
444220	Nursery & garden centers	5	13 476	1 058	185	38	—	2.6
445	Food & beverage stores	10	D	D	D	c	D	D
446	Health & personal care stores	5	9 970	728	212	34	41.7	58.3
4461	Health & personal care stores	5	9 970	728	212	34	41.7	58.3
44612	Cosmetics, beauty supplies, & perfume stores	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	1	D	D	D	a	D	D
447	Gasoline stations	14	19 643	904	201	96	56.8	4.9
448	Clothing & clothing accessories stores	10	1 921	222	54	29	54.0	—
451	Sporting goods, hobby, book, & music stores	3	252	31	8	5	D	—
452	General merchandise stores	4	9 936	946	211	90	—	—
45299	All other general merchandise stores	4	9 936	946	211	90	—	—
452990	All other general merchandise stores	4	9 936	946	211	90	—	—
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	4	1 247	153	38	15	42.2	14.4
HOOKER COUNTY, NE								
44-45	Retail trade	8	4 115	502	116	43	36.4	5.2
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
HOWARD COUNTY, NE								
44-45	Retail trade	38	25 098	2 835	672	210	20.7	7.4
441	Motor vehicle & parts dealers	3	3 038	421	100	19	—	23.1
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	8 424	881	195	57	8.3	—
4441	Building material & supplies dealers	5	3 037	375	77	30	23.0	—
4442	Lawn & garden equipment & supplies stores	3	5 387	506	118	27	—	—
44422	Nursery & garden centers	3	5 387	506	118	27	—	—
444220	Nursery & garden centers	3	5 387	506	118	27	—	—
445	Food & beverage stores	5	2 084	317	82	34	66.7	33.3
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	5 604	403	91	36	13.8	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	3	977	92	21	9	D	—
453	Miscellaneous store retailers	3	92	25	5	4	38.0	62.0
454	Nonstore retailers	4	D	D	D	a	D	D
JEFFERSON COUNTY, NE								
44-45	Retail trade	51	60 628	6 143	1 418	448	34.7	8.9
441	Motor vehicle & parts dealers	10	15 268	1 333	318	67	81.6	3.5
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	7 612	948	240	52	15.9	—
4441	Building material & supplies dealers	6	D	D	D	b	D	D
445	Food & beverage stores	8	10 227	910	223	106	20.2	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	7	8 262	381	79	36	27.3	56.3
448	Clothing & clothing accessories stores	4	593	77	5	4	21.9	—
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
JOHNSON COUNTY, NE								
44-45	Retail trade	34	29 124	2 582	613	196	63.5	10.4
441	Motor vehicle & parts dealers	4	12 933	917	258	39	96.1	3.9
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	2 150	322	70	18	76.2	—
4441	Building material & supplies dealers	5	D	D	D	a	D	D
445	Food & beverage stores	5	4 605	463	99	47	36.4	6.2
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	5 643	414	88	48	19.0	32.7
448	Clothing & clothing accessories stores	3	221	35	9	6	D	61.5
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	269	31	7	6	D	—
454	Nonstore retailers	2	D	D	D	a	D	D

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
KEARNEY COUNTY, NE								
44-45	Retail trade	28	24 202	2 089	490	166	40.5	4.3
441	Motor vehicle & parts dealers	3	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	6 605	542	122	22	40.2	—
4441	Building material & supplies dealers	2	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	6	5 495	559	127	60	93.0	7.0
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	6	4 841	370	83	32	8.4	12.7
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
KEITH COUNTY, NE								
44-45	Retail trade	75	97 760	9 591	2 043	669	29.1	13.7
441	Motor vehicle & parts dealers	9	30 886	2 298	538	105	58.5	30.8
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	4	968	101	21	16	27.9	—
444	Building material & garden equipment & supplies dealers	8	5 878	784	167	42	17.6	6.5
4441	Building material & supplies dealers	5	3 551	592	136	33	—	10.7
445	Food & beverage stores	4	D	D	D	c	D	D
446	Health & personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	18	24 239	2 480	470	177	24.0	6.1
448	Clothing & clothing accessories stores	8	1 717	345	78	33	77.8	5.4
451	Sporting goods, hobby, book, & music stores	3	839	117	24	12	—	—
452	General merchandise stores	4	10 237	979	229	92	—	—
45299	All other general merchandise stores	4	10 237	979	229	92	—	—
452990	All other general merchandise stores	4	10 237	979	229	92	—	—
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	9	1 290	147	31	33	31.7	—
454	Nonstore retailers	2	D	D	D	a	D	D
KEYA PAHA COUNTY, NE								
44-45	Retail trade	6	2 071	185	44	12	77.1	—
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	3	714	59	12	5	100.0	—
454	Nonstore retailers	1	D	D	D	a	D	D

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
KIMBALL COUNTY, NE								
44-45	Retail trade	30	21 101	2 107	532	183	17.0	1.6
441	Motor vehicle & parts dealers	4	7 283	566	139	29	13.5	—
444	Building material & garden equipment & supplies dealers	3	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	1 919	120	28	17	33.1	2.9
448	Clothing & clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	5	1 518	175	41	27	—	—
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
KNOX COUNTY, NE								
44-45	Retail trade	73	61 346	4 492	1 036	373	30.9	2.2
441	Motor vehicle & parts dealers	11	19 661	1 085	264	73	15.3	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	17	16 323	1 151	292	59	5.1	—
4441	Building material & supplies dealers	10	4 121	512	144	33	20.3	—
4442	Lawn & garden equipment & supplies stores	7	12 202	639	148	26	—	—
44422	Nursery & garden centers	7	12 202	639	148	26	—	—
444220	Nursery & garden centers	7	12 202	639	148	26	—	—
445	Food & beverage stores	15	9 801	818	181	110	93.8	5.2
446	Health & personal care stores	3	1 639	138	34	18	82.8	17.2
447	Gasoline stations	12	7 188	400	63	45	25.0	7.6
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	1 668	165	36	25	15.3	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	5	4 253	600	138	29	44.2	—
4543	Direct selling establishments	5	4 253	600	138	29	44.2	—
454312	Liquefied petroleum gas (bottled gas) dealers	5	4 253	600	138	29	44.2	—
LANCASTER COUNTY, NE								
44-45	Retail trade	996	2 270 447	231 990	55 440	15 734	5.6	3.9
441	Motor vehicle & parts dealers	112	466 254	41 961	9 505	1 497	5.4	5.8
4411	Automobile dealers	57	395 492	31 656	7 181	1 085	5.9	4.9
44112	Used car dealers	35	55 948	3 692	841	146	15.6	.1
441120	Used car dealers	35	55 948	3 692	841	146	15.6	.1
4412	Other motor vehicle dealers	7	27 098	2 268	435	74	.4	—
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	5	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	48	43 664	8 037	1 889	338	4.7	17.3
44131	Automotive parts & accessories stores	32	27 300	4 768	1 145	222	7.6	7.2
441310	Automotive parts & accessories stores	32	27 300	4 768	1 145	222	7.6	7.2
44132	Tire dealers	16	16 364	3 269	744	116	—	34.3
441320	Tire dealers	16	16 364	3 269	744	116	—	34.3

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
LANCASTER COUNTY, NE—Con.								
44-45 Retail trade—Con.								
442	Furniture & home furnishings stores	55	D	D	D	e	D	D
4421	Furniture stores	24	22 355	3 602	871	168	12.3	3.9
44211	Furniture stores	24	22 355	3 602	871	168	12.3	3.9
442110	Furniture stores	24	22 355	3 602	871	168	12.3	3.9
4422	Home furnishings stores	31	D	D	D	c	D	D
44221	Floor covering stores	14	18 951	2 150	498	93	11.2	7.4
442210	Floor covering stores	14	18 951	2 150	498	93	11.2	7.4
44229	Other home furnishings stores	17	D	D	D	b	D	D
443	Electronics & appliance stores	39	81 670	7 114	1 683	440	14.2	2.1
4431	Electronics & appliance stores	39	81 670	7 114	1 683	440	14.2	2.1
44311	Appliance, television, & other electronics stores	23	59 114	5 043	1 207	348	1.5	3.0
443112	Radio, television, & other electronics stores	14	48 017	3 744	879	275	—	1.0
44312	Computer & software stores	12	D	D	D	b	D	D
443120	Computer & software stores	12	D	D	D	b	D	D
44313	Camera & photographic supplies stores	4	D	D	D	a	D	D
443130	Camera & photographic supplies stores	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	92	231 056	24 923	6 115	1 289	1.1	2.2
4441	Building material & supplies dealers	72	209 896	21 714	5 500	1 114	1.0	2.4
44411	Home centers	4	D	D	D	e	D	D
444110	Home centers	4	D	D	D	e	D	D
44419	Other building material dealers	45	127 112	14 047	3 441	541	.5	3.9
444190	Other building material dealers	45	127 112	14 047	3 441	541	.5	3.9
4442	Lawn & garden equipment & supplies stores	20	21 160	3 209	615	175	2.6	—
44421	Outdoor power equipment stores	8	11 657	1 703	307	80	.1	—
444210	Outdoor power equipment stores	8	11 657	1 703	307	80	.1	—
44422	Nursery & garden centers	12	9 503	1 506	308	95	5.7	—
444220	Nursery & garden centers	12	9 503	1 506	308	95	5.7	—
445	Food & beverage stores	97	372 167	35 377	8 563	3 251	10.2	.8
4451	Grocery stores	42	350 863	32 710	7 951	2 921	8.7	.6
44511	Supermarkets & other grocery (except convenience) stores	37	348 433	32 439	7 891	2 893	8.3	.6
445110	Supermarkets & other grocery (except convenience) stores	37	348 433	32 439	7 891	2 893	8.3	.6
4452	Specialty food stores	22	4 532	1 141	258	146	3.4	.4
446	Health & personal care stores	71	111 969	13 694	3 299	1 013	6.8	6.7
4461	Health & personal care stores	71	111 969	13 694	3 299	1 013	6.8	6.7
44612	Cosmetics, beauty supplies, & perfume stores	6	4 837	474	100	55	—	1.2
446120	Cosmetics, beauty supplies, & perfume stores	6	4 837	474	100	55	—	1.2
44613	Optical goods stores	21	8 685	1 802	408	110	16.4	10.2
446130	Optical goods stores	21	8 685	1 802	408	110	16.4	10.2
44619	Other health & personal care stores	12	8 961	1 452	323	80	1.7	34.9
446191	Food (health) supplement stores	5	5 435	628	132	55	2.8	56.3
447	Gasoline stations	112	157 296	10 343	2 414	854	6.9	16.4
4471	Gasoline stations	112	157 296	10 343	2 414	854	6.9	16.4
44711	Gasoline stations with convenience stores	82	116 756	7 316	1 677	622	5.1	21.7
447110	Gasoline stations with convenience stores	82	116 756	7 316	1 677	622	5.1	21.7
448	Clothing & clothing accessories stores	131	D	D	D	g	D	D
4481	Clothing stores	74	D	D	D	f	D	D
44819	Other clothing stores	13	5 578	817	242	90	5.0	16.2
448190	Other clothing stores	13	5 578	817	242	90	5.0	16.2
4483	Jewelry, luggage, & leather goods stores	26	20 229	4 423	1 088	205	11.5	1.5
44831	Jewelry stores	26	20 229	4 423	1 088	205	11.5	1.5
448310	Jewelry stores	26	20 229	4 423	1 088	205	11.5	1.5
451	Sporting goods, hobby, book, & music stores	81	D	D	D	g	D	D
4511	Sporting goods, hobby, & musical instrument stores	62	D	D	D	f	D	D
45111	Sporting goods stores	35	D	D	D	e	D	D
451110	Sporting goods stores	35	D	D	D	e	D	D
4511101	General-line sporting goods stores	5	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	30	23 248	3 199	724	293	6.3	3.9
45112	Hobby, toy, & game stores	16	22 482	2 644	663	207	—	.6
451120	Hobby, toy, & game stores	16	22 482	2 644	663	207	—	.6
45114	Musical instrument & supplies stores	5	D	D	D	b	D	D
451140	Musical instrument & supplies stores	5	D	D	D	b	D	D
4512	Book, periodical, & music stores	19	D	D	D	e	D	D
45121	Book stores & news dealers	9	20 919	2 041	509	266	—	.3
451211	Book stores	7	D	D	D	e	D	D
4512111	Book stores, general	4	D	D	D	b	D	D
4512113	College book stores	2	D	D	D	c	D	D
452	General merchandise stores	28	358 491	31 654	7 631	2 991	.1	.4
4521102	Discount or mass merchandising dept stores (excl leased depts)	7	154 915	12 711	3 077	1 159	—	—
45299	All other general merchandise stores	14	D	D	D	c	D	D
452990	All other general merchandise stores	14	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	c	D	D

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							From administrative records ¹	Estimated ²
LANCASTER COUNTY, NE—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	142	D	D	D	f	D	D
4532	Office supplies, stationery, & gift stores	48	D	D	D	e	D	D
45321	Office supplies & stationery stores	8	20 097	1 424	353	118	—	.2
453210	Office supplies & stationery stores	8	20 097	1 424	353	118	—	.2
4532102	Office supplies stores	6	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores	40	D	D	D	e	D	D
453220	Gift, novelty, & souvenir stores	40	D	D	D	e	D	D
4533	Used merchandise stores	24	5 341	1 514	401	149	12.2	11.9
45331	Used merchandise stores	24	5 341	1 514	401	149	12.2	11.9
453310	Used merchandise stores	24	5 341	1 514	401	149	12.2	11.9
4539	Other miscellaneous store retailers	51	D	D	D	e	D	D
45391	Pet & pet supplies stores	15	6 181	729	150	78	—	1.7
453910	Pet & pet supplies stores	15	6 181	729	150	78	—	1.7
45392	Art dealers	7	1 229	149	33	22	18.4	—
453920	Art dealers	7	1 229	149	33	22	18.4	—
45399	All other miscellaneous store retailers	27	D	D	D	c	D	D
454	Nonstore retailers	36	D	D	D	f	D	D
4541	Electronic shopping & mail-order houses	13	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses	13	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses	13	D	D	D	f	D	D
4543	Direct selling establishments	18	D	D	D	c	D	D
45431	Fuel dealers	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
45439	Other direct selling establishments	15	D	D	D	c	D	D
454390	Other direct selling establishments	15	D	D	D	c	D	D
LINCOLN COUNTY, NE								
44-45	Retail trade	198	314 466	28 923	6 926	2 107	9.9	4.1
441	Motor vehicle & parts dealers	22	72 875	5 510	1 208	274	13.0	6.3
4412	Other motor vehicle dealers	4	7 135	717	163	38	—	7.0
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	3	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
44131	Automotive parts & accessories stores	6	D	D	D	b	D	D
441310	Automotive parts & accessories stores	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	9	6 460	873	217	59	73.4	—
4421	Furniture stores	6	5 310	741	184	43	79.8	—
44211	Furniture stores	6	5 310	741	184	43	79.8	—
442110	Furniture stores	6	5 310	741	184	43	79.8	—
443	Electronics & appliance stores	11	7 450	850	210	56	26.0	—
4431	Electronics & appliance stores	11	7 450	850	210	56	26.0	—
44311	Appliance, television, & other electronics stores	9	D	D	D	b	D	D
443111	Household appliance stores	7	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	26	38 953	3 985	874	195	5.4	—
4441	Building material & supplies dealers	16	19 187	2 215	539	122	11.0	—
44419	Other building material dealers	13	15 931	1 510	389	86	13.3	—
444190	Other building material dealers	13	15 931	1 510	389	86	13.3	—
4442	Lawn & garden equipment & supplies stores	10	19 766	1 770	335	73	—	—
44422	Nursery & garden centers	9	D	D	D	b	D	D
444220	Nursery & garden centers	9	D	D	D	b	D	D
445	Food & beverage stores	19	47 748	4 359	964	369	8.1	.7
4452	Specialty food stores	4	D	D	D	a	D	D
446	Health & personal care stores	14	13 267	1 414	471	84	21.9	6.2
4461	Health & personal care stores	14	13 267	1 414	471	84	21.9	6.2
447	Gasoline stations	25	35 105	2 048	529	182	8.8	12.3
44711	Gasoline stations with convenience stores	21	26 527	1 608	402	140	3.8	16.3
447110	Gasoline stations with convenience stores	21	26 527	1 608	402	140	3.8	16.3
448	Clothing & clothing accessories stores	26	8 797	1 184	275	133	12.8	7.6
4481	Clothing stores	15	5 251	621	157	82	6.2	12.7
451	Sporting goods, hobby, book, & music stores	11	5 725	814	197	76	10.3	30.0
4511	Sporting goods, hobby, & musical instrument stores	7	D	D	D	b	D	D
4512	Book, periodical, & music stores	4	D	D	D	b	D	D
452	General merchandise stores	6	64 476	5 955	1 551	539	—	—
45299	All other general merchandise stores	3	10 479	1 222	279	108	—	—
452990	All other general merchandise stores	3	10 479	1 222	279	108	—	—
4529903	Miscellaneous general merchandise stores	3	10 479	1 222	279	108	—	—

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
LINCOLN COUNTY, NE—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	24	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	9	4 905	922	215	69	5.1	3.9
45321	Office supplies & stationery stores	1	D	D	D	b	D	D
453210	Office supplies & stationery stores	1	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	8	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	3 990	359	50	11	—	—
453930	Manufactured (mobile) home dealers	3	3 990	359	50	11	—	—
45399	All other miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	a	D	D
LOGAN COUNTY, NE								
44-45	Retail trade	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
LOUP COUNTY, NE								
44-45	Retail trade	3	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
MCPHERSON COUNTY, NE								
44-45	Retail trade	2	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
MADISON COUNTY, NE								
44-45	Retail trade	226	479 570	41 559	9 967	3 048	10.8	3.4
441	Motor vehicle & parts dealers	32	133 014	6 496	1 714	304	19.0	1.3
4411	Automobile dealers	17	118 600	4 420	1 228	176	20.7	1.0
44112	Used car dealers	10	14 295	790	187	38	17.9	—
441120	Used car dealers	10	14 295	790	187	38	17.9	—
4412	Other motor vehicle dealers	4	5 519	546	114	32	—	—
44122	Motorcycle, boat, & other motor vehicle dealers	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	11	8 895	1 530	372	96	7.0	6.0
44131	Automotive parts & accessories stores	9	D	D	D	b	D	D
441310	Automotive parts & accessories stores	9	D	D	D	b	D	D
442	Furniture & home furnishings stores	6	D	D	D	b	D	D
4421	Furniture stores	4	10 353	1 211	317	61	4.7	—
44211	Furniture stores	4	10 353	1 211	317	61	4.7	—
442110	Furniture stores	4	10 353	1 211	317	61	4.7	—
4422	Home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	10	10 411	1 465	335	86	1.4	.2
4431	Electronics & appliance stores	10	10 411	1 465	335	86	1.4	.2
44311	Appliance, television, & other electronics stores	7	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	3	D	D	D	a	D	D
44312	Computer & software stores	3	D	D	D	b	D	D
443120	Computer & software stores	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	35	68 533	7 226	1 700	388	4.2	.3
4441	Building material & supplies dealers	27	D	D	D	e	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	22	41 850	4 464	1 074	179	4.2	.6
444190	Other building material dealers	22	41 850	4 464	1 074	179	4.2	.6
4442	Lawn & garden equipment & supplies stores	8	D	D	D	b	D	D
445	Food & beverage stores	27	59 742	6 733	1 496	595	13.4	5.1
4451	Grocery stores	14	D	D	D	f	D	D
4452	Specialty food stores	5	D	D	D	a	D	D
446	Health & personal care stores	12	14 669	1 451	375	83	12.6	28.8
4461	Health & personal care stores	12	14 669	1 451	375	83	12.6	28.8
447	Gasoline stations	25	30 591	2 205	519	209	26.5	19.0

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
MADISON COUNTY, NE—Con.								
44-45	Retail trade—Con.							
448	Clothing & clothing accessories stores	29	22 432	2 778	697	244	14.0	.1
4481	Clothing stores	18	16 095	1 823	405	184	9.7	.1
4483	Jewelry, luggage, & leather goods stores	4	3 039	446	121	28	51.9	—
451	Sporting goods, hobby, book, & music stores	13	9 365	1 004	237	96	6.0	3.8
4511	Sporting goods, hobby, & musical instrument stores ..	10	D	D	D	b	D	D
45112	Hobby, toy, & game stores	3	D	D	D	b	D	D
451120	Hobby, toy, & game stores	3	D	D	D	b	D	D
4512	Book, periodical, & music stores	3	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
452	General merchandise stores	8	104 882	9 384	2 199	863	—	—
4529	Other general merchandise stores	5	D	D	D	f	D	D
45299	All other general merchandise stores	4	D	D	D	c	D	D
452990	All other general merchandise stores	4	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	21	D	D	D	b	D	D
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	8	4 631	371	96	25	3.0	—
4543	Direct selling establishments	6	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
MERRICK COUNTY, NE								
44-45	Retail trade	39	31 454	3 218	660	250	23.9	4.8
441	Motor vehicle & parts dealers	3	1 159	188	43	9	D	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	8 343	813	194	37	33.2	—
4441	Building material & supplies dealers	4	2 527	345	97	22	16.0	—
4442	Lawn & garden equipment & supplies stores	3	5 816	468	97	15	D	—
44422	Nursery & garden centers	3	5 816	468	97	15	D	—
444220	Nursery & garden centers	3	5 816	468	97	15	D	—
445	Food & beverage stores	4	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	12	9 571	695	156	73	16.7	13.4
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	1 311	271	17	10	—	—
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	b	D	D
MORRILL COUNTY, NE								
44-45	Retail trade	23	23 913	2 013	460	162	22.5	.7
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	4	6 538	591	148	62	55.9	—
447	Gasoline stations	4	2 010	133	27	16	—	—
452	General merchandise stores	3	2 404	230	51	31	D	—
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	5	4 701	363	96	26	—	—
4543	Direct selling establishments	4	D	D	D	a	D	D
454311	Heating oil dealers	2	D	D	D	a	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
NANCE COUNTY, NE								
44-45	Retail trade	21	14 849	1 214	295	111	35.9	4.1
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	5 326	374	92	19	19.4	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	3	3 700	314	78	34	100.0	—
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	8	4 529	429	102	43	4.7	13.3
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
NEMAHA COUNTY, NE								
44-45	Retail trade	45	51 498	3 735	843	323	42.7	2.4
441	Motor vehicle & parts dealers	6	15 258	1 052	227	49	89.5	—
442	Furniture & home furnishings stores	3	275	23	5	3	D	—
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	6 653	480	120	28	3.1	11.4
4442	Lawn & garden equipment & supplies stores	4	D	D	D	a	D	D
44422	Nursery & garden centers	3	4 664	218	59	12	—	16.3
444220	Nursery & garden centers	3	4 664	218	59	12	—	16.3
445	Food & beverage stores	7	11 451	904	217	117	15.9	—
446	Health & personal care stores	4	5 120	379	87	23	39.1	—
447	Gasoline stations	5	5 738	361	86	38	55.2	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
NUCKOLLS COUNTY, NE								
44-45	Retail trade	40	43 151	3 740	879	284	34.2	3.3
441	Motor vehicle & parts dealers	6	11 256	621	151	38	84.2	—
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	9 712	874	163	42	8.2	—
4442	Lawn & garden equipment & supplies stores	4	8 413	739	133	29	—	—
44422	Nursery & garden centers	4	8 413	739	133	29	—	—
444220	Nursery & garden centers	4	8 413	739	133	29	—	—
445	Food & beverage stores	9	8 184	890	211	81	33.9	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	4 970	418	99	40	17.6	28.9
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	3	362	25	6	10	D	—

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							From administrative records ¹	Estimated ²
OTOE COUNTY, NE								
44-45	Retail trade	98	110 611	9 469	2 074	694	32.4	13.7
441	Motor vehicle & parts dealers	11	33 388	2 313	424	91	57.6	1.0
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	6	1 759	168	40	10	22.2	—
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	12	11 789	1 194	281	65	.9	—
4441	Building material & supplies dealers	8	5 211	677	155	37	2.1	—
4442	Lawn & garden equipment & supplies stores	4	6 578	517	126	28	—	—
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	9	17 441	1 734	365	154	25.0	75.0
446	Health & personal care stores	6	6 933	932	227	43	84.4	—
447	Gasoline stations	13	15 648	1 124	282	98	19.1	8.5
448	Clothing & clothing accessories stores	14	10 768	876	218	94	7.1	—
4481	Clothing stores	10	8 623	670	171	75	2.1	—
451	Sporting goods, hobby, book, & music stores	6	2 194	125	22	15	.9	2.7
4511	Sporting goods, hobby, & musical instrument stores ..	6	2 194	125	22	15	.9	2.7
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	16	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
PAWNEE COUNTY, NE								
44-45	Retail trade	12	7 139	600	137	53	72.4	1.1
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	1 347	207	47	18	D	—
445	Food & beverage stores	4	391	62	16	8	100.0	—
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	a	D	D
PERKINS COUNTY, NE								
44-45	Retail trade	18	12 397	1 210	268	92	40.8	.1
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	6 677	604	119	34	—	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	1 213	174	58	21	74.9	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
PHELPS COUNTY, NE								
44-45	Retail trade	70	81 827	7 353	1 732	533	17.9	3.8
441	Motor vehicle & parts dealers	10	26 014	2 007	451	88	21.5	1.2
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	4	1 841	389	94	20	21.4	—
4431	Electronics & appliance stores	4	1 841	389	94	20	21.4	—
444	Building material & garden equipment & supplies dealers	9	8 803	1 038	224	48	8.3	3.2
4441	Building material & supplies dealers	5	4 686	614	136	29	15.7	5.9
4442	Lawn & garden equipment & supplies stores	4	4 117	424	88	19	—	—
44422	Nursery & garden centers	4	4 117	424	88	19	—	—
444220	Nursery & garden centers	4	4 117	424	88	19	—	—
445	Food & beverage stores	6	14 008	1 284	309	136	8.2	—
446	Health & personal care stores	4	6 509	535	136	35	30.3	—
447	Gasoline stations	8	9 564	608	139	59	14.5	20.2
448	Clothing & clothing accessories stores	7	970	105	24	12	31.6	12.3
451	Sporting goods, hobby, book, & music stores	5	784	75	17	12	6.3	—
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
45321	Office supplies & stationery stores	2	D	D	D	a	D	D
453210	Office supplies & stationery stores	2	D	D	D	a	D	D
4532101	Stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	b	D	D
454	Nonstore retailers	4	D	D	D	a	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
PIERCE COUNTY, NE								
44-45	Retail trade	51	45 131	3 559	778	312	26.0	8.0
441	Motor vehicle & parts dealers	7	9 425	641	129	24	13.3	4.8
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	14	17 783	1 344	307	75	13.1	7.3
4441	Building material & supplies dealers	8	3 635	462	109	27	62.9	—
4442	Lawn & garden equipment & supplies stores	6	14 148	882	198	48	.3	9.1
44422	Nursery & garden centers	6	14 148	882	198	48	.3	9.1
444220	Nursery & garden centers	6	14 148	882	198	48	.3	9.1
445	Food & beverage stores	8	5 422	426	97	73	39.7	17.8
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	11	10 051	837	179	111	47.6	8.2
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
PLATTE COUNTY, NE								
44-45	Retail trade	176	293 741	27 854	6 757	1 984	7.0	3.3
441	Motor vehicle & parts dealers	24	67 118	5 486	1 371	256	1.1	4.8
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	12	D	D	D	b	D	D
44131	Automotive parts & accessories stores	10	6 745	1 011	256	58	1.3	11.3
441310	Automotive parts & accessories stores	10	6 745	1 011	256	58	1.3	11.3
442	Furniture & home furnishings stores	8	3 533	509	121	37	27.3	—
443	Electronics & appliance stores	3	D	D	D	b	D	D
4431	Electronics & appliance stores	3	D	D	D	b	D	D
44312	Computer & software stores	1	D	D	D	b	D	D
443120	Computer & software stores	1	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	31	60 733	5 919	1 403	302	4.6	9.1
4441	Building material & supplies dealers	18	30 851	4 065	1 018	208	7.5	—
44419	Other building material dealers	13	18 141	2 511	639	95	5.9	—
444190	Other building material dealers	13	18 141	2 511	639	95	5.9	—
4442	Lawn & garden equipment & supplies stores	13	29 882	1 854	385	94	1.7	18.5
44422	Nursery & garden centers	11	D	D	D	b	D	D
444220	Nursery & garden centers	11	D	D	D	b	D	D
445	Food & beverage stores	14	52 724	5 383	1 272	472	7.6	—
4451	Grocery stores	8	48 761	5 100	1 204	444	7.7	—
446	Health & personal care stores	4	12 861	1 468	305	82	.8	—
4461	Health & personal care stores	4	12 861	1 468	305	82	.8	—
447	Gasoline stations	21	27 664	1 871	429	188	14.5	1.1
448	Clothing & clothing accessories stores	23	11 745	1 436	343	138	13.1	1.8
4481	Clothing stores	15	8 590	903	218	100	8.3	2.5
451	Sporting goods, hobby, book, & music stores	14	3 087	295	64	38	25.8	—
452	General merchandise stores	6	D	D	D	e	D	D
45299	All other general merchandise stores	5	4 352	491	116	49	4.1	—
452990	All other general merchandise stores	5	4 352	491	116	49	4.1	—
4529903	Miscellaneous general merchandise stores	5	4 352	491	116	49	4.1	—
453	Miscellaneous store retailers	24	D	D	D	b	D	D
4539	Other miscellaneous store retailers	10	D	D	D	b	D	D
45399	All other miscellaneous store retailers	8	D	D	D	a	D	D
454	Nonstore retailers	4	2 487	294	72	22	88.9	—
POLK COUNTY, NE								
44-45	Retail trade	24	23 813	1 703	410	126	65.0	5.4
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	5 034	473	113	25	4.7	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	4	D	D	D	b	D	D
446	Health & personal care stores	3	1 282	90	19	11	D	—
447	Gasoline stations	4	5 162	239	54	18	75.2	24.8
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
RED WILLOW COUNTY, NE								
44-45	Retail trade	109	176 293	15 675	3 705	1 124	12.3	13.6
441	Motor vehicle & parts dealers	17	43 825	3 573	890	153	21.2	—
4412	Other motor vehicle dealers	3	2 642	80	16	12	D	—
44122	Motorcycle, boat, & other motor vehicle dealers	3	2 642	80	16	12	D	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	4	2 972	467	102	27	—	—
443	Electronics & appliance stores	8	2 859	466	116	32	50.5	2.0
4431	Electronics & appliance stores	8	2 859	466	116	32	50.5	2.0
44311	Appliance, television, & other electronics stores	6	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	16	26 595	2 079	480	117	8.4	34.9
4441	Building material & supplies dealers	9	7 266	866	223	60	17.1	—
4442	Lawn & garden equipment & supplies stores	7	19 329	1 213	257	57	5.1	48.0
44422	Nursery & garden centers	7	19 329	1 213	257	57	5.1	48.0
444220	Nursery & garden centers	7	19 329	1 213	257	57	5.1	48.0
445	Food & beverage stores	10	23 266	2 199	513	210	3.8	27.0
446	Health & personal care stores	5	7 789	821	198	33	13.5	28.1
4461	Health & personal care stores	5	7 789	821	198	33	13.5	28.1
44619	Other health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	10	13 435	667	134	53	2.3	39.1
448	Clothing & clothing accessories stores	11	5 852	697	201	76	29.3	—
4481	Clothing stores	5	D	D	D	b	D	D
4482101	Men's shoe stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	10	4 815	500	130	48	48.6	13.0
4511	Sporting goods, hobby, & musical instrument stores	7	D	D	D	b	D	D
4512	Book, periodical, & music stores	3	D	D	D	a	D	D
45121	Book stores & news dealers	3	D	D	D	a	D	D
4512112	Specialty book stores	2	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	e	D	D
4529	Other general merchandise stores	4	D	D	D	e	D	D
45299	All other general merchandise stores	3	5 381	626	130	50	—	—
452990	All other general merchandise stores	3	5 381	626	130	50	—	—
4529903	Miscellaneous general merchandise stores	3	5 381	626	130	50	—	—
453	Miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	6	D	D	D	a	D	D
RICHARDSON COUNTY, NE								
44-45	Retail trade	66	59 430	4 643	1 036	387	25.3	5.3
441	Motor vehicle & parts dealers	10	19 248	1 100	228	51	45.7	.3
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	14	12 906	1 182	258	75	1.2	6.3
4441	Building material & supplies dealers	8	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	6	D	D	D	b	D	D
44422	Nursery & garden centers	5	8 543	720	156	42	—	7.5
444220	Nursery & garden centers	5	8 543	720	156	42	—	7.5
445	Food & beverage stores	9	9 731	821	201	106	6.9	10.0
446	Health & personal care stores	4	3 618	299	70	24	95.9	—
447	Gasoline stations	4	4 033	293	64	27	12.9	29.6
448	Clothing & clothing accessories stores	8	1 000	137	30	18	37.3	—
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	7	D	D	D	a	D	D
454	Nonstore retailers	3	1 225	100	27	9	D	—

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
ROCK COUNTY, NE								
44-45	Retail trade	10	6 359	646	146	57	5.8	38.7
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	b	D	D
447	Gasoline stations	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
SALINE COUNTY, NE								
44-45	Retail trade	62	95 643	8 850	2 097	584	13.7	17.1
441	Motor vehicle & parts dealers	8	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	b	D	D
44211	Furniture stores	1	D	D	D	b	D	D
442110	Furniture stores	1	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	9 874	1 268	317	61	1.2	—
4441	Building material & supplies dealers	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	17	15 707	1 457	335	199	20.1	1.8
4452	Specialty food stores	3	780	99	26	12	100.0	—
446	Health & personal care stores	4	5 207	512	139	32	38.3	—
447	Gasoline stations	8	10 475	669	149	71	5.3	31.0
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	b	D	D
4543	Direct selling establishments	1	D	D	D	b	D	D
45439	Other direct selling establishments	1	D	D	D	b	D	D
454390	Other direct selling establishments	1	D	D	D	b	D	D
SARPY COUNTY, NE								
44-45	Retail trade	291	695 565	63 668	14 893	4 663	3.1	2.5
441	Motor vehicle & parts dealers	30	161 517	12 838	2 721	380	.4	—
4411	Automobile dealers	9	D	D	D	c	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	20	D	D	D	c	D	D
44131	Automotive parts & accessories stores	17	11 527	2 119	453	105	5.1	—
441310	Automotive parts & accessories stores	17	11 527	2 119	453	105	5.1	—
442	Furniture & home furnishings stores	18	7 278	1 053	240	86	8.8	16.6
4422	Home furnishings stores	15	D	D	D	b	D	D
44229	Other home furnishings stores	13	D	D	D	b	D	D
442299	All other home furnishings stores	11	D	D	D	b	D	D
443	Electronics & appliance stores	7	D	D	D	b	D	D
4431	Electronics & appliance stores	7	D	D	D	b	D	D
44312	Computer & software stores	4	D	D	D	a	D	D
443120	Computer & software stores	4	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
SARPY COUNTY, NE—Con.								
44-45 Retail trade—Con.								
444	Building material & garden equipment & supplies dealers	22	76 262	7 500	1 859	390	.9	—
4441	Building material & supplies dealers	13	50 219	5 172	1 350	293	—	—
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores	9	26 043	2 328	509	97	2.6	—
44421	Outdoor power equipment stores	4	D	D	D	b	D	D
444210	Outdoor power equipment stores	4	D	D	D	b	D	D
44422	Nursery & garden centers	5	D	D	D	b	D	D
444220	Nursery & garden centers	5	D	D	D	b	D	D
445	Food & beverage stores	21	108 968	10 090	2 365	919	4.1	5.7
4451	Grocery stores	14	107 267	9 792	2 300	898	4.1	5.8
44511	Supermarkets & other grocery (except convenience) stores	10	100 930	9 363	2 202	857	—	6.2
445110	Supermarkets & other grocery (except convenience) stores	10	100 930	9 363	2 202	857	—	6.2
4452	Specialty food stores	6	D	D	D	b	D	D
446	Health & personal care stores	18	D	D	D	e	D	D
4461	Health & personal care stores	18	D	D	D	e	D	D
447	Gasoline stations	43	86 232	4 908	1 231	377	5.0	3.5
4471	Gasoline stations	43	86 232	4 908	1 231	377	5.0	3.5
44711	Gasoline stations with convenience stores	33	51 370	2 913	697	253	8.0	5.9
447110	Gasoline stations with convenience stores	33	51 370	2 913	697	253	8.0	5.9
44719	Other gasoline stations	10	34 862	1 995	534	124	.5	—
447190	Other gasoline stations	10	34 862	1 995	534	124	.5	—
448	Clothing & clothing accessories stores	50	21 880	2 677	625	268	1.9	6.7
4481	Clothing stores	29	D	D	D	c	D	D
44813	Children's & infants' clothing stores	1	D	D	D	a	D	D
448130	Children's & infants' clothing stores	1	D	D	D	a	D	D
44819	Other clothing stores	5	D	D	D	b	D	D
448190	Other clothing stores	5	D	D	D	b	D	D
4482102	Women's shoe stores	3	D	D	D	a	D	D
4482104	Family shoe stores	9	5 604	470	108	49	—	.2
4483	Jewelry, luggage, & leather goods stores	8	D	D	D	b	D	D
44832	Luggage & leather goods stores	3	D	D	D	a	D	D
448320	Luggage & leather goods stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	25	21 510	2 335	522	234	8.2	6.3
4511	Sporting goods, hobby, & musical instrument stores ..	12	D	D	D	c	D	D
45112	Hobby, toy, & game stores	8	D	D	D	c	D	D
451120	Hobby, toy, & game stores	8	D	D	D	c	D	D
4512	Book, periodical, & music stores	13	D	D	D	b	D	D
45121	Book stores & news dealers	9	D	D	D	b	D	D
451211	Book stores	8	D	D	D	b	D	D
4512111	Book stores, general	7	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	a	D	D
451212	News dealers & newsstands	1	D	D	D	a	D	D
452	General merchandise stores	14	169 176	16 751	4 119	1 457	—	—
4521	Department stores (excl leased depts)	5	98 090	9 488	2 319	854	—	—
45211	Department stores (excl leased depts)	5	98 090	9 488	2 319	854	—	—
452110	Department stores (excl leased depts)	5	98 090	9 488	2 319	854	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	D	D	D	f	D	D
4521103	National chain department stores (excl leased depts)	2	D	D	D	c	D	D
4529	Other general merchandise stores	9	71 086	7 263	1 800	603	—	—
45299	All other general merchandise stores	8	D	D	D	e	D	D
452990	All other general merchandise stores	8	D	D	D	e	D	D
4529901	Variety stores	5	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	34	D	D	D	c	D	D
4531	Florists	7	2 634	348	85	42	53.8	6.0
45311	Florists	7	2 634	348	85	42	53.8	6.0
453110	Florists	7	2 634	348	85	42	53.8	6.0
4532	Office supplies, stationery, & gift stores	14	D	D	D	b	D	D
4533	Used merchandise stores	6	2 810	368	80	47	4.7	2.2
45331	Used merchandise stores	6	2 810	368	80	47	4.7	2.2
453310	Used merchandise stores	6	2 810	368	80	47	4.7	2.2
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45399	All other miscellaneous store retailers	3	D	D	D	b	D	D
454	Nonstore retailers	9	D	D	D	b	D	D
45439	Other direct selling establishments	6	D	D	D	b	D	D
454390	Other direct selling establishments	6	D	D	D	b	D	D

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							From administrative records ¹	Estimated ²
SAUNDERS COUNTY, NE								
44-45	Retail trade	79	92 845	7 514	1 734	602	35.8	7.6
441	Motor vehicle & parts dealers	11	25 200	1 201	241	52	85.5	11.2
442	Furniture & home furnishings stores	2	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	b	D	D
44211	Furniture stores	1	D	D	D	b	D	D
442110	Furniture stores	1	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	12	5 949	576	126	50	31.2	—
4441	Building material & supplies dealers	9	3 630	425	89	42	44.4	—
445	Food & beverage stores	18	20 951	1 687	413	215	15.1	.4
446	Health & personal care stores	4	D	D	D	a	D	D
447	Gasoline stations	14	13 194	932	230	103	12.5	26.6
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	4	4 305	428	94	43	44.4	—
45299	All other general merchandise stores	4	4 305	428	94	43	44.4	—
452990	All other general merchandise stores	4	4 305	428	94	43	44.4	—
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	7	4 332	606	184	33	49.0	14.7
4543	Direct selling establishments	7	4 332	606	184	33	49.0	14.7
454312	Liquefied petroleum gas (bottled gas) dealers ...	5	D	D	D	a	D	D
SCOTTS BLUFF COUNTY, NE								
44-45	Retail trade	239	391 868	38 831	8 836	2 624	8.8	2.4
441	Motor vehicle & parts dealers	41	113 770	9 396	2 118	380	8.8	1.5
4411	Automobile dealers	19	94 384	6 558	1 488	221	6.9	.4
44112	Used car dealers	12	19 869	696	158	33	28.5	—
441120	Used car dealers	12	19 869	696	158	33	28.5	—
4412	Other motor vehicle dealers	6	4 188	322	70	23	53.2	18.1
44122	Motorcycle, boat, & other motor vehicle dealers	3	2 467	135	27	6	D	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	16	15 198	2 516	560	136	8.4	3.8
44131	Automotive parts & accessories stores	9	9 993	1 758	393	84	10.3	5.7
441310	Automotive parts & accessories stores	9	9 993	1 758	393	84	10.3	5.7
442	Furniture & home furnishings stores	14	10 195	1 354	295	73	23.2	18.2
4421	Furniture stores	6	5 684	813	170	39	5.7	21.5
44211	Furniture stores	6	5 684	813	170	39	5.7	21.5
442110	Furniture stores	6	5 684	813	170	39	5.7	21.5
4422	Home furnishings stores	8	4 511	541	125	34	45.2	14.1
443	Electronics & appliance stores	14	8 181	1 315	309	64	14.7	4.4
4431	Electronics & appliance stores	14	8 181	1 315	309	64	14.7	4.4
44311	Appliance, television, & other electronics stores	10	4 123	680	145	35	26.6	8.8
443112	Radio, television, & other electronics stores	4	1 932	465	101	19	—	18.7
44312	Computer & software stores	4	4 058	635	164	29	2.7	—
443120	Computer & software stores	4	4 058	635	164	29	2.7	—
444	Building material & garden equipment & supplies dealers	32	57 791	6 060	1 304	305	7.9	.5
4441	Building material & supplies dealers	20	34 233	3 400	741	153	11.7	—
44419	Other building material dealers	15	31 818	3 128	684	136	10.1	—
444190	Other building material dealers	15	31 818	3 128	684	136	10.1	—
4442	Lawn & garden equipment & supplies stores	12	23 558	2 660	563	152	2.5	1.3
44422	Nursery & garden centers	10	D	D	D	c	D	D
444220	Nursery & garden centers	10	D	D	D	c	D	D
445	Food & beverage stores	19	59 791	5 917	1 338	483	5.2	1.4
4451	Grocery stores	13	D	D	D	e	D	D
446	Health & personal care stores	14	7 955	1 632	408	92	44.2	3.1
4461	Health & personal care stores	14	7 955	1 632	408	92	44.2	3.1
447	Gasoline stations	20	21 805	1 601	390	167	7.5	12.0
448	Clothing & clothing accessories stores	31	14 263	1 700	373	171	19.5	3.2
4481	Clothing stores	19	9 263	1 006	245	111	10.8	4.7
451	Sporting goods, hobby, book, & music stores	16	6 478	803	175	78	17.8	4.9
4511	Sporting goods, hobby, & musical instrument stores ..	12	3 117	365	68	38	37.0	10.2
4512	Book, periodical, & music stores	4	3 361	438	107	40	—	—
4512112	Specialty book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
SCOTT'S BLUFF COUNTY, NE—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	6	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	24	D	D	D	c	D	D
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45399	All other miscellaneous store retailers	6	D	D	D	b	D	D
454	Nonstore retailers	8	6 531	917	207	49	11.7	8.2
4543	Direct selling establishments	3	3 869	776	169	25	D	—
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D
SEWARD COUNTY, NE								
44-45	Retail trade	63	80 692	6 754	1 482	564	47.0	6.1
441	Motor vehicle & parts dealers	11	33 085	2 045	475	94	75.1	—
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	4	1 462	156	42	13	51.9	—
444	Building material & garden equipment & supplies dealers	7	4 737	668	136	37	36.2	11.6
4441	Building material & supplies dealers	6	D	D	D	b	D	D
445	Food & beverage stores	6	D	D	D	b	D	D
446	Health & personal care stores	5	3 502	271	63	24	86.1	—
447	Gasoline stations	13	16 524	1 347	265	144	31.9	25.3
448	Clothing & clothing accessories stores	3	477	63	12	14	D	30.4
451	Sporting goods, hobby, book, & music stores	3	323	28	6	8	D	—
452	General merchandise stores	4	13 850	1 410	308	134	—	—
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
SHERIDAN COUNTY, NE								
44-45	Retail trade	58	56 889	4 415	1 026	397	35.7	14.8
441	Motor vehicle & parts dealers	11	13 184	775	198	59	61.7	16.2
442	Furniture & home furnishings stores	3	1 408	130	22	10	D	—
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	7 642	501	100	30	44.8	4.9
4441	Building material & supplies dealers	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	15	14 256	1 308	308	154	32.6	40.8
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	8 424	431	96	38	6.3	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	3	5 111	525	116	49	D	—
45299	All other general merchandise stores	3	5 111	525	116	49	D	—
452990	All other general merchandise stores	3	5 111	525	116	49	D	—
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
SHERMAN COUNTY, NE								
44-45	Retail trade	18	17 788	1 206	243	84	18.0	17.0
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	6 591	495	103	24	15.4	8.3
4441	Building material & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	3	1 821	165	14	5	D	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
SIoux COUNTY, NE								
44-45	Retail trade	5	2 152	182	41	17	95.4	—
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
STANTON COUNTY, NE								
44-45	Retail trade	13	8 249	801	144	59	13.1	21.4
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	1 500	310	23	10	17.4	—
445	Food & beverage stores	3	1 517	92	27	18	D	—
447	Gasoline stations	3	2 254	133	31	15	D	—
454	Nonstore retailers	1	D	D	D	a	D	D
THAYER COUNTY, NE								
44-45	Retail trade	45	44 183	3 531	843	285	33.5	1.2
441	Motor vehicle & parts dealers	7	8 973	565	151	39	48.8	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	13 339	1 190	292	66	18.4	—
4441	Building material & supplies dealers	4	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	12	7 049	602	140	75	72.5	5.9
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	7	8 814	568	130	59	—	1.0
448	Clothing & clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
THOMAS COUNTY, NE								
44-45	Retail trade	6	4 177	296	61	27	86.1	7.8
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
THURSTON COUNTY, NE								
44-45	Retail trade	29	42 448	3 096	782	239	28.6	3.0
441	Motor vehicle & parts dealers	4	7 037	540	127	26	38.4	—
444	Building material & garden equipment & supplies dealers	7	D	D	D	b	D	D
4441	Building material & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	4	11 603	798	283	40	—	—
44422	Nursery & garden centers	4	11 603	798	283	40	—	—
444220	Nursery & garden centers	4	11 603	798	283	40	—	—
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	4	D	D	D	a	D	D
447	Gasoline stations	8	12 784	923	193	95	52.8	2.0
453	Miscellaneous store retailers	1	D	D	D	a	D	D
VALLEY COUNTY, NE								
44-45	Retail trade	38	27 284	2 910	629	226	34.0	2.6
441	Motor vehicle & parts dealers	3	2 893	277	66	16	D	—
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	9	3 554	479	72	17	40.1	3.6
445	Food & beverage stores	3	4 980	448	112	45	D	—
446	Health & personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	9	6 577	475	99	45	33.3	4.1
448	Clothing & clothing accessories stores	3	D	D	D	b	D	D
452	General merchandise stores	4	4 199	449	92	47	12.7	—
45299	All other general merchandise stores	4	4 199	449	92	47	12.7	—
452990	All other general merchandise stores	4	4 199	449	92	47	12.7	—
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
WASHINGTON COUNTY, NE								
44-45	Retail trade	72	233 886	14 329	3 020	675	3.8	.8
441	Motor vehicle & parts dealers	12	D	D	D	c	D	D
4411	Automobile dealers	2	D	D	D	c	D	D
44111	New car dealers	2	D	D	D	c	D	D
441110	New car dealers	2	D	D	D	c	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	15	14 244	1 640	362	94	6.0	3.8
4441	Building material & supplies dealers	8	6 524	818	201	63	13.2	5.3
4442	Lawn & garden equipment & supplies stores	7	7 720	822	161	31	—	2.6
44422	Nursery & garden centers	7	7 720	822	161	31	—	2.6
444220	Nursery & garden centers	7	7 720	822	161	31	—	2.6
445	Food & beverage stores	5	D	D	D	c	D	D
446	Health & personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	9	10 826	832	203	73	28.1	5.4
448	Clothing & clothing accessories stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	4	D	D	D	b	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
WAYNE COUNTY, NE								
44-45	Retail trade	46	47 022	4 502	1 040	386	24.5	2.9
441	Motor vehicle & parts dealers	4	4 414	437	110	25	78.3	11.5
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	D	D	D	b	D	D
4441	Building material & supplies dealers	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	4	12 172	792	181	36	21.3	—
44422	Nursery & garden centers	4	12 172	792	181	36	21.3	—
444220	Nursery & garden centers	4	12 172	792	181	36	21.3	—
445	Food & beverage stores	5	10 134	965	213	118	8.9	—
446	Health & personal care stores	3	3 646	375	84	23	D	—
447	Gasoline stations	6	3 457	486	93	41	33.8	17.0
448	Clothing & clothing accessories stores	7	1 200	148	34	22	24.2	12.0
451	Sporting goods, hobby, book, & music stores	4	1 556	143	36	18	—	3.1
4512113	College book stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	4	336	61	7	9	47.3	24.7
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
WEBSTER COUNTY, NE								
44-45	Retail trade	22	21 323	2 021	535	143	36.7	1.1
441	Motor vehicle & parts dealers	4	5 467	224	54	20	89.8	4.4
444	Building material & garden equipment & supplies dealers	6	7 953	1 011	246	46	—	—
4441	Building material & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	4	3 636	381	93	28	37.7	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	2 990	219	55	32	24.8	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
WHEELER COUNTY, NE								
44-45	Retail trade	4	1 708	126	29	16	92.2	—
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
YORK COUNTY, NE								
44-45	Retail trade	98	160 176	13 914	3 416	1 027	14.3	7.6
441	Motor vehicle & parts dealers	17	40 021	2 797	678	131	8.4	17.9
442	Furniture & home furnishings stores	5	1 340	160	40	12	49.0	49.1
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	14	19 634	2 328	575	142	14.8	3.9
4441	Building material & supplies dealers	9	9 568	1 416	397	86	30.4	—
4442	Lawn & garden equipment & supplies stores	5	10 066	912	178	56	—	7.6
44422	Nursery & garden centers	4	D	D	D	b	D	D
444220	Nursery & garden centers	4	D	D	D	b	D	D
445	Food & beverage stores	7	23 029	2 309	565	228	3.5	3.9
446	Health & personal care stores	6	6 081	455	101	29	62.0	1.3
447	Gasoline stations	17	38 970	2 460	612	186	17.1	6.0
4471	Gasoline stations	17	38 970	2 460	612	186	17.1	6.0
44719	Other gasoline stations	10	29 258	1 970	504	147	17.2	—
447190	Other gasoline stations	10	29 258	1 970	504	147	17.2	—
448	Clothing & clothing accessories stores	8	3 594	567	160	65	41.8	—
451	Sporting goods, hobby, book, & music stores	3	546	81	11	12	D	—
452	General merchandise stores	3	20 305	1 676	459	153	—	—
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	561	183	60	15	D	28.5

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

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

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

Table 4. Summary Statistics for Places: 1997

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
ALLIANCE, NE								
44-45	Retail trade	64	100 156	8 928	2 067	651	13.0	1.4
441	Motor vehicle & parts dealers	9	22 558	1 789	435	87	7.1	—
442	Furniture & home furnishings stores	4	2 176	193	43	19	23.1	—
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	b	D	D
44422	Nursery & garden centers	1	D	D	D	b	D	D
444220	Nursery & garden centers	1	D	D	D	b	D	D
445	Food & beverage stores	8	D	D	D	c	D	D
446	Health & personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	8	D	D	D	b	D	D
448	Clothing & clothing accessories stores	7	2 438	424	91	30	—	3.9
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	4	12 839	1 028	226	122	—	—
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	6	661	157	37	27	13.6	—
454	Nonstore retailers	4	D	D	D	b	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
AUBURN, NE								
44-45	Retail trade	35	45 381	3 211	732	281	42.8	2.8
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	275	23	5	3	D	—
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	c	D	D
446	Health & personal care stores	4	5 120	379	87	23	39.1	—
4461	Health & personal care stores	4	5 120	379	87	23	39.1	—
447	Gasoline stations	3	D	D	D	b	D	D
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
AURORA, NE								
44-45	Retail trade	25	33 631	3 593	876	257	15.2	13.5
441	Motor vehicle & parts dealers	5	8 748	953	238	44	—	35.9
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
44312	Computer & software stores	1	D	D	D	a	D	D
443120	Computer & software stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	b	D	D
44421	Outdoor power equipment stores	1	D	D	D	b	D	D
444210	Outdoor power equipment stores	1	D	D	D	b	D	D
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	3	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
BEATRICE, NE								
44-45	Retail trade	115	166 950	14 146	3 507	1 171	28.7	5.6
441	Motor vehicle & parts dealers	12	55 117	3 436	851	152	43.3	3.5
4411	Automobile dealers	7	D	D	D	c	D	D
442	Furniture & home furnishings stores	3	2 284	179	43	15	D	—
443	Electronics & appliance stores	7	6 161	890	221	63	8.7	—
4431	Electronics & appliance stores	7	6 161	890	221	63	8.7	—
44311	Appliance, television, & other electronics stores	5	D	D	D	b	D	D
443111	Household appliance stores	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	13	9 846	1 123	300	79	15.0	2.4
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	5	2 326	222	39	16	8.8	10.0
445	Food & beverage stores	12	26 452	2 057	501	211	42.6	6.2
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health & personal care stores	11	D	D	D	b	D	D
4461	Health & personal care stores	11	D	D	D	b	D	D
447	Gasoline stations	13	21 764	1 586	421	136	1.4	18.9
4471	Gasoline stations	13	21 764	1 586	421	136	1.4	18.9
44711	Gasoline stations with convenience stores	9	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	9	D	D	D	b	D	D
448	Clothing & clothing accessories stores	17	7 917	1 046	254	112	25.6	1.1
4481	Clothing stores	10	5 587	693	165	83	25.7	—
451	Sporting goods, hobby, book, & music stores	6	D	D	D	b	D	D
452	General merchandise stores	5	D	D	D	c	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4531	Florists	5	2 103	374	86	42	79.1	—
45311	Florists	5	2 103	374	86	42	79.1	—
453110	Florists	5	2 103	374	86	42	79.1	—
454	Nonstore retailers	4	D	D	D	b	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
BELLEVUE, NE								
44-45	Retail trade	124	379 155	34 605	7 990	2 335	1.3	1.1
441	Motor vehicle & parts dealers	21	148 799	11 355	2 397	331	.2	—
4411	Automobile dealers	7	D	D	D	c	D	D
44111	New car dealers	5	D	D	D	c	D	D
441110	New car dealers	5	D	D	D	c	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	13	D	D	D	b	D	D
44131	Automotive parts & accessories stores	11	7 549	1 365	305	80	4.6	—
441310	Automotive parts & accessories stores	11	7 549	1 365	305	80	4.6	—
442	Furniture & home furnishings stores	5	1 681	255	51	17	32.3	—
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	45 013	4 438	1 094	288	.8	—
4441	Building material & supplies dealers	6	D	D	D	e	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
445	Food & beverage stores	12	65 121	6 028	1 414	481	—	—
4451	Grocery stores	6	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	4	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores	4	D	D	D	e	D	D
4452	Specialty food stores	5	D	D	D	a	D	D
446	Health & personal care stores	8	D	D	D	c	D	D
4461	Health & personal care stores	8	D	D	D	c	D	D
447	Gasoline stations	18	21 602	1 398	334	109	4.8	4.5
4471	Gasoline stations	18	21 602	1 398	334	109	4.8	4.5
44711	Gasoline stations with convenience stores	13	16 634	1 021	243	80	6.2	5.9
447110	Gasoline stations with convenience stores	13	16 634	1 021	243	80	6.2	5.9
448	Clothing & clothing accessories stores	16	5 213	778	170	62	3.8	10.0
451	Sporting goods, hobby, book, & music stores	11	5 508	670	171	78	4.7	24.5
4511	Sporting goods, hobby, & musical instrument stores ..	5	2 142	397	98	46	12.0	—
45113	Sewing, needlework, & piece goods stores	1	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores	1	D	D	D	b	D	D
4512	Book, periodical, & music stores	6	3 366	273	73	32	—	40.0
45121	Book stores & news dealers	4	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	a	D	D
451212	News dealers & newsstands	1	D	D	D	a	D	D
452	General merchandise stores	9	67 298	7 189	1 812	706	—	—
4521103	National chain department stores (excl leased depts)	2	D	D	D	c	D	D
45299	All other general merchandise stores	5	D	D	D	c	D	D
452990	All other general merchandise stores	5	D	D	D	c	D	D
4529901	Variety stores	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	11	D	D	D	b	D	D
4531	Florists	4	1 966	224	53	26	66.5	—
45311	Florists	4	1 966	224	53	26	66.5	—
453110	Florists	4	1 966	224	53	26	66.5	—
4533	Used merchandise stores	3	D	D	D	a	D	D
45331	Used merchandise stores	3	D	D	D	a	D	D
453310	Used merchandise stores	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D

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

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							From administrative records ¹	Estimated ²
BLAIR, NE								
44-45	Retail trade	59	224 791	13 576	2 832	617	3.2	.8
441	Motor vehicle & parts dealers	12	D	D	D	c	D	D
4411	Automobile dealers	2	D	D	D	c	D	D
44111	New car dealers	2	D	D	D	c	D	D
441110	New car dealers	2	D	D	D	c	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	9	8 234	1 148	237	68	9.0	6.6
4442	Lawn & garden equipment & supplies stores	4	D	D	D	a	D	D
44422	Nursery & garden centers	4	D	D	D	a	D	D
444220	Nursery & garden centers	4	D	D	D	a	D	D
445	Food & beverage stores	4	D	D	D	c	D	D
446	Health & personal care stores	5	D	D	D	b	D	D
4461	Health & personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	8	D	D	D	b	D	D
448	Clothing & clothing accessories stores	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	3	938	93	24	12	—	—
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BROKEN BOW, NE								
44-45	Retail trade	48	52 134	4 447	969	370	28.6	4.0
441	Motor vehicle & parts dealers	7	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	1 573	178	43	18	D	—
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	6 395	465	82	31	16.3	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	5	11 422	863	201	88	48.2	—
446	Health & personal care stores	3	D	D	D	b	D	D
4461	Health & personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	6	5 715	340	73	47	13.3	36.6
448	Clothing & clothing accessories stores	4	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	b	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	4	2 403	488	96	21	68.7	—

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							From administrative records ¹	Estimated ²
CENTRAL CITY, NE								
44-45	Retail trade	25	21 088	2 229	436	170	14.1	7.2
441	Motor vehicle & parts dealers	3	1 159	188	43	9	D	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	6	5 018	350	79	44	17.6	25.5
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
CHADRON, NE								
44-45	Retail trade	49	68 114	5 538	1 169	586	26.6	.9
441	Motor vehicle & parts dealers	10	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	D	D	D	b	D	D
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	b	D	D
448	Clothing & clothing accessories stores	3	1 330	133	33	14	D	—
451	Sporting goods, hobby, book, & music stores	7	1 389	128	28	22	5.3	3.1
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
COLUMBUS, NE								
44-45	Retail trade	142	256 766	25 321	6 184	1 764	5.6	.7
441	Motor vehicle & parts dealers	22	D	D	D	c	D	D
4411	Automobile dealers	8	53 927	3 698	953	159	1.2	.2
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	12	D	D	D	b	D	D
44131	Automotive parts & accessories stores	10	6 745	1 011	256	58	1.3	11.3
441310	Automotive parts & accessories stores	10	6 745	1 011	256	58	1.3	11.3
442	Furniture & home furnishings stores	7	D	D	D	b	D	D
4422	Home furnishings stores	5	D	D	D	b	D	D
443	Electronics & appliance stores	3	D	D	D	b	D	D
4431	Electronics & appliance stores	3	D	D	D	b	D	D
44312	Computer & software stores	1	D	D	D	b	D	D
443120	Computer & software stores	1	D	D	D	b	D	D

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							From administrative records ¹	Estimated ²
COLUMBUS, NE—Con.								
44-45	Retail trade—Con.							
444	Building material & garden equipment & supplies dealers	19	38 471	4 663	1 119	244	3.3	—
4441	Building material & supplies dealers	13	28 655	3 847	959	198	2.6	—
44419	Other building material dealers	10	D	D	D	b	D	D
444190	Other building material dealers	10	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	6	9 816	816	160	46	5.2	—
44422	Nursery & garden centers	4	D	D	D	b	D	D
444220	Nursery & garden centers	4	D	D	D	b	D	D
445	Food & beverage stores	10	51 135	5 141	1 209	438	6.4	—
4451	Grocery stores	6	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	6	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores	6	D	D	D	e	D	D
446	Health & personal care stores	4	12 861	1 468	305	82	.8	—
4461	Health & personal care stores	4	12 861	1 468	305	82	.8	—
447	Gasoline stations	12	18 973	1 236	282	88	12.1	1.6
4471	Gasoline stations	12	18 973	1 236	282	88	12.1	1.6
44711	Gasoline stations with convenience stores	10	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	10	D	D	D	b	D	D
448	Clothing & clothing accessories stores	23	11 745	1 436	343	138	13.1	1.8
4481	Clothing stores	15	8 590	903	218	100	8.3	2.5
451	Sporting goods, hobby, book, & music stores	13	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	9	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	1	D	D	D	e	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	22	D	D	D	b	D	D
4539	Other miscellaneous store retailers	10	D	D	D	b	D	D
45399	All other miscellaneous store retailers	8	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
COZAD, NE								
44-45	Retail trade	36	38 301	5 844	1 470	422	25.5	1.9
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
4421	Furniture stores	2	D	D	D	a	D	D
44211	Furniture stores	2	D	D	D	a	D	D
442110	Furniture stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	3 508	366	78	20	9.4	—
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	4	2 168	276	61	17	83.5	16.5
447	Gasoline stations	5	4 269	290	69	26	20.1	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	c	D	D
4542	Vending machine operators	2	D	D	D	c	D	D
45421	Vending machine operators	2	D	D	D	c	D	D
454210	Vending machine operators	2	D	D	D	c	D	D
4543	Direct selling establishments	2	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
CRETE, NE								
44-45	Retail trade	31	57 190	5 776	1 445	411	5.8	20.3
441	Motor vehicle & parts dealers	3	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	b	D	D
44211	Furniture stores	1	D	D	D	b	D	D
442110	Furniture stores	1	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	4	3 642	715	179	38	—	—
445	Food & beverage stores	5	D	D	D	c	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	6 825	399	81	41	—	27.2
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	b	D	D
4543	Direct selling establishments	1	D	D	D	b	D	D
45439	Other direct selling establishments	1	D	D	D	b	D	D
454390	Other direct selling establishments	1	D	D	D	b	D	D
DAVID CITY, NE								
44-45	Retail trade	18	20 255	2 108	522	179	48.9	—
441	Motor vehicle & parts dealers	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	5	2 761	295	82	11	70.9	—
445	Food & beverage stores	2	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	b	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
ELKHORN, NE								
44-45	Retail trade	9	7 832	1 002	219	52	35.8	—
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
FAIRBURY, NE								
44-45	Retail trade	41	51 142	5 008	1 150	385	29.9	10.5
441	Motor vehicle & parts dealers	8	D	D	D	b	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	a	D	D
445	Food & beverage stores	7	D	D	D	c	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores	4	593	77	5	4	21.9	—
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
FALLS CITY, NE								
44-45	Retail trade	46	49 693	3 873	887	322	23.7	4.4
441	Motor vehicle & parts dealers	4	D	D	D	b	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	8 161	703	169	45	2.0	9.9
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	7	D	D	D	b	D	D
446	Health & personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	3	D	D	D	b	D	D
448	Clothing & clothing accessories stores	7	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
FREMONT, NE								
44-45	Retail trade	149	441 073	34 800	7 793	2 093	4.3	11.7
441	Motor vehicle & parts dealers	19	213 032	11 253	2 516	344	—	14.7
4411	Automobile dealers	8	D	D	D	e	D	D
44111	New car dealers	7	201 632	9 880	2 175	270	—	15.3
441110	New car dealers	7	201 632	9 880	2 175	270	—	15.3
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	3	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	5	D	D	D	b	D	D
4421	Furniture stores	3	5 003	757	115	37	—	35.1
44211	Furniture stores	3	5 003	757	115	37	—	35.1
442110	Furniture stores	3	5 003	757	115	37	—	35.1
443	Electronics & appliance stores	6	D	D	D	a	D	D
4431	Electronics & appliance stores	6	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	17	38 601	4 450	1 121	198	1.9	4.6
4441	Building material & supplies dealers	13	D	D	D	c	D	D
44413	Hardware stores	3	3 738	468	109	35	D	—
444130	Hardware stores	3	3 738	468	109	35	D	—
44419	Other building material dealers	9	D	D	D	c	D	D
444190	Other building material dealers	9	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	14	D	D	D	e	D	D
4451	Grocery stores	5	39 792	3 901	950	349	8.1	—
44511	Supermarkets & other grocery (except convenience) stores	5	39 792	3 901	950	349	8.1	—
445110	Supermarkets & other grocery (except convenience) stores	5	39 792	3 901	950	349	8.1	—
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health & personal care stores	13	23 850	2 925	527	138	6.2	55.7
4461	Health & personal care stores	13	23 850	2 925	527	138	6.2	55.7
44611	Pharmacies & drug stores	7	22 352	2 750	486	117	2.0	57.3
446110	Pharmacies & drug stores	7	22 352	2 750	486	117	2.0	57.3
4461101	Pharmacies & drug stores	7	22 352	2 750	486	117	2.0	57.3
447	Gasoline stations	18	23 517	1 434	345	133	32.5	9.1
4471	Gasoline stations	18	23 517	1 434	345	133	32.5	9.1
44711	Gasoline stations with convenience stores	13	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	13	D	D	D	c	D	D
448	Clothing & clothing accessories stores	17	13 895	1 943	462	204	4.1	.2
4481	Clothing stores	12	11 101	1 569	361	171	5.1	.3
4482105	Athletic footwear stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	6	D	D	D	a	D	D
452	General merchandise stores	8	D	D	D	f	D	D
4529	Other general merchandise stores	8	D	D	D	f	D	D
45291	Warehouse clubs & superstores	1	D	D	D	e	D	D
452910	Warehouse clubs & superstores	1	D	D	D	e	D	D
45299	All other general merchandise stores	7	D	D	D	b	D	D
452990	All other general merchandise stores	7	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	21	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	6	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	b	D	D
453210	Office supplies & stationery stores	1	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	b	D	D
4533	Used merchandise stores	7	1 861	261	59	23	43.6	24.9
45331	Used merchandise stores	7	1 861	261	59	23	43.6	24.9
453310	Used merchandise stores	7	1 861	261	59	23	43.6	24.9
4539	Other miscellaneous store retailers	5	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	a	D	D

See footnotes at end of table.

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

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

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							From administrative records ¹	Estimated ²
GERING, NE								
44-45	Retail trade	33	28 823	2 765	667	237	28.5	3.0
441	Motor vehicle & parts dealers	5	4 110	273	66	12	59.4	—
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	9 813	790	189	53	31.0	3.2
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	4	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	4	4 047	224	55	23	9.9	9.7
448	Clothing & clothing accessories stores	4	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	b	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
GOTHENBURG, NE								
44-45	Retail trade	37	25 481	2 431	549	213	25.1	15.3
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	3	D	D	D	a	D	D
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	7 061	559	139	43	31.4	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	7	7 123	610	143	43	2.5	50.0
448	Clothing & clothing accessories stores	3	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	3	264	38	8	8	D	—
454	Nonstore retailers	3	D	D	D	a	D	D
GRAND ISLAND, NE								
44-45	Retail trade	307	658 478	63 589	14 505	4 256	7.0	1.9
441	Motor vehicle & parts dealers	42	D	D	D	e	D	D
4411	Automobile dealers	21	111 970	8 402	1 791	255	2.4	.5
44111	New car dealers	8	96 810	7 352	1 565	217	1.6	.6
441110	New car dealers	8	96 810	7 352	1 565	217	1.6	.6
44112	Used car dealers	13	15 160	1 050	226	38	7.5	.4
441120	Used car dealers	13	15 160	1 050	226	38	7.5	.4
4412	Other motor vehicle dealers	6	10 380	821	177	36	—	.4
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	5	D	D	D	a	D	D
441221	Motorcycle dealers	4	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	15	D	D	D	c	D	D
44131	Automotive parts & accessories stores	9	D	D	D	b	D	D
441310	Automotive parts & accessories stores	9	D	D	D	b	D	D
44132	Tire dealers	6	7 249	1 143	248	46	—	—
441320	Tire dealers	6	7 249	1 143	248	46	—	—
442	Furniture & home furnishings stores	17	13 799	1 889	463	122	16.5	4.6
4421	Furniture stores	10	10 391	1 365	342	78	20.2	3.9
44211	Furniture stores	10	10 391	1 365	342	78	20.2	3.9
442110	Furniture stores	10	10 391	1 365	342	78	20.2	3.9
4422	Home furnishings stores	7	3 408	524	121	44	5.1	6.8

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
GRAND ISLAND, NE—Con.								
44-45 Retail trade—Con.								
443	Electronics & appliance stores	13	19 088	1 886	444	78	16.4	—
4431	Electronics & appliance stores	13	19 088	1 886	444	78	16.4	—
44311	Appliance, television, & other electronics stores	8	13 757	1 254	292	56	12.9	—
443111	Household appliance stores	4	9 464	714	161	29	11.6	—
443112	Radio, television, & other electronics stores	4	4 293	540	131	27	15.8	—
44312	Computer & software stores	5	5 331	632	152	22	25.5	—
443120	Computer & software stores	5	5 331	632	152	22	25.5	—
444	Building material & garden equipment & supplies dealers	28	90 321	10 495	2 427	494	1.2	.6
4441	Building material & supplies dealers	25	D	D	D	e	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44413	Hardware stores	1	D	D	D	b	D	D
444130	Hardware stores	1	D	D	D	b	D	D
44419	Other building material dealers	22	D	D	D	c	D	D
444190	Other building material dealers	22	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
445	Food & beverage stores	20	42 306	3 692	871	310	6.8	1.2
4451	Grocery stores	8	D	D	D	e	D	D
4452	Specialty food stores	5	D	D	D	a	D	D
446	Health & personal care stores	19	D	D	D	c	D	D
4461	Health & personal care stores	19	D	D	D	c	D	D
44612	Cosmetics, beauty supplies, & perfume stores	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	2	D	D	D	a	D	D
44613	Optical goods stores	5	D	D	D	a	D	D
446130	Optical goods stores	5	D	D	D	a	D	D
44619	Other health & personal care stores	7	2 593	391	97	20	—	2.9
446199	All other health & personal care stores	4	1 955	346	85	15	—	—
447	Gasoline stations	38	91 726	6 028	1 333	380	27.3	5.8
4471	Gasoline stations	38	91 726	6 028	1 333	380	27.3	5.8
44711	Gasoline stations with convenience stores	29	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	29	D	D	D	c	D	D
44719	Other gasoline stations	9	D	D	D	c	D	D
447190	Other gasoline stations	9	D	D	D	c	D	D
448	Clothing & clothing accessories stores	48	29 387	3 509	874	365	8.6	7.7
4481	Clothing stores	29	D	D	D	e	D	D
44814	Family clothing stores	6	12 677	1 268	296	120	—	6.3
448140	Family clothing stores	6	12 677	1 268	296	120	—	6.3
44815	Clothing accessories stores	2	D	D	D	a	D	D
448150	Clothing accessories stores	2	D	D	D	a	D	D
4482	Shoe stores	13	6 620	794	201	79	26.9	—
44821	Shoe stores	13	6 620	794	201	79	26.9	—
448210	Shoe stores	13	6 620	794	201	79	26.9	—
4482104	Family shoe stores	10	4 742	553	137	44	37.5	—
4482105	Athletic footwear stores	3	1 878	241	64	35	—	—
4483	Jewelry, luggage, & leather goods stores	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	23	D	D	D	c	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	18	D	D	D	b	D	D
45112	Hobby, toy, & game stores	7	4 315	495	69	25	6.3	—
451120	Hobby, toy, & game stores	7	4 315	495	69	25	6.3	—
45113	Sewing, needlework, & piece goods stores	4	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores	4	D	D	D	b	D	D
4512	Book, periodical, & music stores	5	D	D	D	b	D	D
45121	Book stores & news dealers	3	1 258	113	23	16	—	—
4512112	Specialty book stores	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	12	D	D	D	g	D	D
4521	Department stores (incl leased depts) ##	5	D	N	N	N	D	D
45211	Department stores (incl leased depts) ##	5	D	N	N	N	D	D
4521	Department stores (excl leased depts)	5	D	D	D	f	D	D
45211	Department stores (excl leased depts)	5	D	D	D	f	D	D
452110	Department stores (excl leased depts)	5	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	67 024	5 974	1 509	518	—	—
4521103	National chain department stores (excl leased depts)	1	D	D	D	c	D	D
4529	Other general merchandise stores	7	100 031	9 475	2 124	825	—	—
45291	Warehouse clubs & superstores	3	D	D	D	f	D	D
452910	Warehouse clubs & superstores	3	D	D	D	f	D	D
45299	All other general merchandise stores	4	D	D	D	c	D	D
452990	All other general merchandise stores	4	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	c	D	D

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

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							From administrative records ¹	Estimated ²
GRAND ISLAND, NE—Con.								
44-45 Retail trade—Con.								
453	Miscellaneous store retailers	40	D	D	D	c	D	D
4531	Florists	7	D	D	D	b	D	D
45311	Florists	7	D	D	D	b	D	D
453110	Florists	7	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	16	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores	15	3 705	617	116	78	15.4	.1
453220	Gift, novelty, & souvenir stores	15	3 705	617	116	78	15.4	.1
4539	Other miscellaneous store retailers	14	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	7	2 045	532	92	61	20.3	30.2
GRETNA, NE								
44-45	Retail trade	18	24 166	1 712	392	155	1.7	.1
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	b	D	D
448	Clothing & clothing accessories stores	6	D	D	D	b	D	D
4481	Clothing stores	5	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
HASTINGS, NE								
44-45	Retail trade	167	274 067	28 826	6 916	2 113	8.4	9.2
441	Motor vehicle & parts dealers	26	D	D	D	e	D	D
4411	Automobile dealers	12	D	D	D	c	D	D
44112	Used car dealers	5	7 482	459	98	19	25.7	—
441120	Used car dealers	5	7 482	459	98	19	25.7	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	12	D	D	D	c	D	D
44131	Automotive parts & accessories stores	9	16 820	3 005	755	108	—	5.1
441310	Automotive parts & accessories stores	9	16 820	3 005	755	108	—	5.1
442	Furniture & home furnishings stores	3	D	D	D	b	D	D
443	Electronics & appliance stores	8	D	D	D	b	D	D
4431	Electronics & appliance stores	8	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores	7	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	4	3 303	491	115	33	26.2	—
44312	Computer & software stores	1	D	D	D	a	D	D
443120	Computer & software stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	17	24 935	3 075	747	162	.9	5.6
4441	Building material & supplies dealers	15	D	D	D	c	D	D
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
44419	Other building material dealers	9	D	D	D	b	D	D
444190	Other building material dealers	9	D	D	D	b	D	D
445	Food & beverage stores	14	D	D	D	e	D	D
4451	Grocery stores	6	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	6	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores	6	D	D	D	e	D	D
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health & personal care stores	12	12 347	1 561	372	97	28.4	—
4461	Health & personal care stores	12	12 347	1 561	372	97	28.4	—
44619	Other health & personal care stores	5	D	D	D	a	D	D
447	Gasoline stations	24	23 595	1 813	441	230	4.8	22.4
4471	Gasoline stations	24	23 595	1 813	441	230	4.8	22.4
44711	Gasoline stations with convenience stores	14	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	14	D	D	D	c	D	D

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							From administrative records ¹	Estimated ²
HASTINGS, NE—Con.								
44-45	Retail trade—Con.							
448	Clothing & clothing accessories stores	20	D	D	D	c	D	D
4481	Clothing stores	11	5 272	698	177	73	34.5	—
451	Sporting goods, hobby, book, & music stores	9	2 454	232	65	35	3.3	4.0
4512	Book, periodical, & music stores	4	1 774	172	46	23	—	—
45121	Book stores & news dealers	3	D	D	D	a	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	10	52 509	5 585	1 309	556	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	D	D	D	e	D	D
45299	All other general merchandise stores	6	7 005	896	222	113	—	—
452990	All other general merchandise stores	6	7 005	896	222	113	—	—
4529903	Miscellaneous general merchandise stores	3	5 132	632	153	75	—	—
453	Miscellaneous store retailers	20	5 333	815	180	82	33.3	6.8
4532	Office supplies, stationery, & gift stores	7	2 609	433	98	46	7.8	—
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	8	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	a	D	D
HOLDREGE, NE								
44-45	Retail trade	58	75 229	6 896	1 639	488	16.1	3.9
441	Motor vehicle & parts dealers	8	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	4	1 841	389	94	20	21.4	—
4431	Electronics & appliance stores	4	1 841	389	94	20	21.4	—
444	Building material & garden equipment & supplies dealers	8	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
44422	Nursery & garden centers	3	D	D	D	a	D	D
444220	Nursery & garden centers	3	D	D	D	a	D	D
445	Food & beverage stores	5	D	D	D	c	D	D
446	Health & personal care stores	4	6 509	535	136	35	30.3	—
4461	Health & personal care stores	4	6 509	535	136	35	30.3	—
447	Gasoline stations	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores	5	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	5	784	75	17	12	6.3	—
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
45321	Office supplies & stationery stores	2	D	D	D	a	D	D
453210	Office supplies & stationery stores	2	D	D	D	a	D	D
4532101	Stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
KEARNEY, NE								
44-45	Retail trade	198	399 198	44 036	10 191	2 903	7.4	2.7
441	Motor vehicle & parts dealers	21	90 510	7 428	1 726	308	19.4	.7
4411	Automobile dealers	12	D	D	D	c	D	D
44112	Used car dealers	4	D	D	D	a	D	D
441120	Used car dealers	4	D	D	D	a	D	D
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	7	D	D	D	c	D	D
44131	Automotive parts & accessories stores	5	D	D	D	b	D	D
441310	Automotive parts & accessories stores	5	D	D	D	b	D	D
44132	Tire dealers	2	D	D	D	b	D	D
441320	Tire dealers	2	D	D	D	b	D	D
442	Furniture & home furnishings stores	8	D	D	D	b	D	D
4421	Furniture stores	5	5 371	975	233	50	—	—
44211	Furniture stores	5	5 371	975	233	50	—	—
442110	Furniture stores	5	5 371	975	233	50	—	—
443	Electronics & appliance stores	10	D	D	D	b	D	D
4431	Electronics & appliance stores	10	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores	7	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	5	D	D	D	b	D	D
44312	Computer & software stores	3	D	D	D	a	D	D
443120	Computer & software stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	22	42 708	5 222	1 247	242	—	—
4441	Building material & supplies dealers	19	D	D	D	c	D	D
44419	Other building material dealers	15	D	D	D	c	D	D
444190	Other building material dealers	15	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
445	Food & beverage stores	15	D	D	D	e	D	D
4451	Grocery stores	7	37 890	4 079	943	362	.3	1.7
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health & personal care stores	14	D	D	D	c	D	D
4461	Health & personal care stores	14	D	D	D	c	D	D
44619	Other health & personal care stores	5	D	D	D	a	D	D
447	Gasoline stations	19	30 645	1 749	395	187	2.0	26.1
4471	Gasoline stations	19	30 645	1 749	395	187	2.0	26.1
44711	Gasoline stations with convenience stores	14	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	14	D	D	D	c	D	D
448	Clothing & clothing accessories stores	34	24 130	2 828	622	281	15.7	1.6
4481	Clothing stores	19	16 123	1 604	357	187	17.2	1.4
44814	Family clothing stores	7	10 026	871	183	96	8.0	2.3
448140	Family clothing stores	7	10 026	871	183	96	8.0	2.3
4482	Shoe stores	9	5 770	852	195	65	11.4	—
44821	Shoe stores	9	5 770	852	195	65	11.4	—
448210	Shoe stores	9	5 770	852	195	65	11.4	—
4482104	Family shoe stores	6	3 008	429	104	33	21.9	—
4482105	Athletic footwear stores	2	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores	6	2 237	372	70	29	15.8	6.7
451	Sporting goods, hobby, book, & music stores	18	15 472	1 875	435	174	2.4	.2
4511	Sporting goods, hobby, & musical instrument stores ..	13	8 372	1 154	248	87	4.3	.4
45112	Hobby, toy, & game stores	1	D	D	D	b	D	D
451120	Hobby, toy, & game stores	1	D	D	D	b	D	D
45114	Musical instrument & supplies stores	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores	2	D	D	D	a	D	D
4512	Book, periodical, & music stores	5	7 100	721	187	87	—	—
45121	Book stores & news dealers	3	D	D	D	b	D	D
451211	Book stores	3	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
4512113	College book stores	2	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores .	2	D	D	D	b	D	D
452	General merchandise stores	5	D	D	D	f	D	D
4529	Other general merchandise stores	2	D	D	D	e	D	D
45291	Warehouse clubs & superstores	1	D	D	D	e	D	D
452910	Warehouse clubs & superstores	1	D	D	D	e	D	D
45299	All other general merchandise stores	1	D	D	D	a	D	D
452990	All other general merchandise stores	1	D	D	D	a	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	a	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
KEARNEY, NE—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	28	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	8	D	D	D	b	D	D
4532101	Stationery stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	10	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	5	D	D	D	b	D	D
454	Nonstore retailers	4	D	D	D	c	D	D
4541	Electronic shopping & mail-order houses	1	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses	1	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses	1	D	D	D	c	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D
KIMBALL, NE								
44-45	Retail trade	28	D	D	D	c	D	D
441	Motor vehicle & parts dealers	4	7 283	566	139	29	13.5	—
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	1 919	120	28	17	33.1	2.9
448	Clothing & clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	5	1 518	175	41	27	—	—
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D
LA VISTA, NE								
44-45	Retail trade	29	107 696	10 792	2 571	994	4.2	5.3
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
4431	Electronics & appliance stores	2	D	D	D	a	D	D
44312	Computer & software stores	2	D	D	D	a	D	D
443120	Computer & software stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	e	D	D
4451	Grocery stores	2	D	D	D	e	D	D
446	Health & personal care stores	4	D	D	D	b	D	D
4461	Health & personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	3	1 759	145	69	18	D	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	8	9 630	1 089	242	110	15.1	.2
4511	Sporting goods, hobby, & musical instrument stores ..	4	8 661	945	212	93	10.7	.2
45112	Hobby, toy, & game stores	4	8 661	945	212	93	10.7	.2
451120	Hobby, toy, & game stores	4	8 661	945	212	93	10.7	.2
452	General merchandise stores	4	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	1	D	D	D	e	D	D
45299	All other general merchandise stores	3	D	D	D	c	D	D
452990	All other general merchandise stores	3	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	3	448	128	34	23	D	—

See footnotes at end of table.

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

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

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							From administrative records ¹	Estimated ²
LEXINGTON, NE								
44-45	Retail trade	60	104 166	8 897	2 126	676	6.5	8.4
441	Motor vehicle & parts dealers	10	36 792	2 144	534	84	5.7	23.8
442	Furniture & home furnishings stores	4	1 450	123	33	19	80.1	—
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	6 600	733	168	41	7.6	—
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
445	Food & beverage stores	6	19 770	1 818	412	168	6.8	—
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	8	10 313	963	250	77	—	—
448	Clothing & clothing accessories stores	8	2 255	262	53	25	57.7	—
452	General merchandise stores	3	D	D	D	c	D	D
45299	All other general merchandise stores	2	D	D	D	a	D	D
452990	All other general merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
LINCOLN, NE								
44-45	Retail trade	952	2 197 539	225 224	54 069	15 326	5.5	3.3
441	Motor vehicle & parts dealers	107	445 473	40 094	9 256	1 446	5.7	2.4
4411	Automobile dealers	56	D	D	D	g	D	D
44111	New car dealers	21	D	D	D	f	D	D
441110	New car dealers	21	D	D	D	f	D	D
44112	Used car dealers	35	55 948	3 692	841	146	15.6	.1
441120	Used car dealers	35	55 948	3 692	841	146	15.6	.1
4412	Other motor vehicle dealers	5	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	b	D	D
441210	Recreational vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	4	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	46	D	D	D	e	D	D
44131	Automotive parts & accessories stores	31	D	D	D	c	D	D
441310	Automotive parts & accessories stores	31	D	D	D	c	D	D
44132	Tire dealers	15	D	D	D	c	D	D
441320	Tire dealers	15	D	D	D	c	D	D
442	Furniture & home furnishings stores	55	D	D	D	e	D	D
4421	Furniture stores	24	22 355	3 602	871	168	12.3	3.9
44211	Furniture stores	24	22 355	3 602	871	168	12.3	3.9
442110	Furniture stores	24	22 355	3 602	871	168	12.3	3.9
4422	Home furnishings stores	31	D	D	D	c	D	D
44221	Floor covering stores	14	18 951	2 150	498	93	11.2	7.4
442210	Floor covering stores	14	18 951	2 150	498	93	11.2	7.4
44229	Other home furnishings stores	17	D	D	D	b	D	D
442299	All other home furnishings stores	15	D	D	D	b	D	D
443	Electronics & appliance stores	39	81 670	7 114	1 683	440	14.2	2.1
4431	Electronics & appliance stores	39	81 670	7 114	1 683	440	14.2	2.1
44311	Appliance, television, & other electronics stores	23	59 114	5 043	1 207	348	1.5	3.0
443111	Household appliance stores	9	11 097	1 299	328	73	7.7	11.3
443112	Radio, television, & other electronics stores	14	48 017	3 744	879	275	—	1.0
44312	Computer & software stores	12	D	D	D	b	D	D
443120	Computer & software stores	12	D	D	D	b	D	D
44313	Camera & photographic supplies stores	4	D	D	D	a	D	D
443130	Camera & photographic supplies stores	4	D	D	D	a	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
LINCOLN, NE—Con.								
44-45 Retail trade—Con.								
444	Building material & garden equipment & supplies dealers	84	219 136	23 842	5 883	1 225	1.1	2.3
4441	Building material & supplies dealers	69	D	D	D	g	D	D
44411	Home centers	4	D	D	D	e	D	D
444110	Home centers	4	D	D	D	e	D	D
44412	Paint & wallpaper stores	7	D	D	D	b	D	D
444120	Paint & wallpaper stores	7	D	D	D	b	D	D
44413	Hardware stores	15	D	D	D	c	D	D
444130	Hardware stores	15	D	D	D	c	D	D
44419	Other building material dealers	43	D	D	D	f	D	D
444190	Other building material dealers	43	D	D	D	f	D	D
4442	Lawn & garden equipment & supplies stores	15	D	D	D	c	D	D
44421	Outdoor power equipment stores	7	D	D	D	b	D	D
444210	Outdoor power equipment stores	7	D	D	D	b	D	D
44422	Nursery & garden centers	8	9 012	1 425	292	78	5.5	—
444220	Nursery & garden centers	8	9 012	1 425	292	78	5.5	—
445	Food & beverage stores	91	367 473	34 900	8 462	3 196	9.2	.8
4451	Grocery stores	38	D	D	D	h	D	D
44511	Supermarkets & other grocery (except convenience) stores	34	344 179	32 029	7 798	2 849	7.3	.6
445110	Supermarkets & other grocery (except convenience) stores	34	344 179	32 029	7 798	2 849	7.3	.6
4452	Specialty food stores	21	D	D	D	c	D	D
4453	Beer, wine, & liquor stores	32	D	D	D	c	D	D
44531	Beer, wine, & liquor stores	32	D	D	D	c	D	D
445310	Beer, wine, & liquor stores	32	D	D	D	c	D	D
446	Health & personal care stores	69	D	D	D	g	D	D
4461	Health & personal care stores	69	D	D	D	g	D	D
44611	Pharmacies & drug stores	30	D	D	D	f	D	D
446110	Pharmacies & drug stores	30	D	D	D	f	D	D
4461101	Pharmacies & drug stores	30	D	D	D	f	D	D
44612	Cosmetics, beauty supplies, & perfume stores	6	4 837	474	100	55	—	1.2
446120	Cosmetics, beauty supplies, & perfume stores	6	4 837	474	100	55	—	1.2
44613	Optical goods stores	21	8 685	1 802	408	110	16.4	10.2
446130	Optical goods stores	21	8 685	1 802	408	110	16.4	10.2
44619	Other health & personal care stores	12	8 961	1 452	323	80	1.7	34.9
446191	Food (health) supplement stores	5	5 435	628	132	55	2.8	56.3
446199	All other health & personal care stores	7	3 526	824	191	25	—	1.8
447	Gasoline stations	98	128 351	7 991	1 837	681	7.1	18.7
4471	Gasoline stations	98	128 351	7 991	1 837	681	7.1	18.7
44711	Gasoline stations with convenience stores	73	107 172	6 377	1 445	549	5.3	22.0
447110	Gasoline stations with convenience stores	73	107 172	6 377	1 445	549	5.3	22.0
44719	Other gasoline stations	25	21 179	1 614	392	132	16.3	2.1
447190	Other gasoline stations	25	21 179	1 614	392	132	16.3	2.1
448	Clothing & clothing accessories stores	131	D	D	D	g	D	D
4481	Clothing stores	74	D	D	D	f	D	D
44811	Men's clothing stores	5	3 865	452	112	34	—	—
448110	Men's clothing stores	5	3 865	452	112	34	—	—
44812	Women's clothing stores	28	19 002	2 185	506	238	8.2	17.8
448120	Women's clothing stores	28	19 002	2 185	506	238	8.2	17.8
44813	Children's & infants' clothing stores	3	D	D	D	a	D	D
448130	Children's & infants' clothing stores	3	D	D	D	a	D	D
44814	Family clothing stores	20	33 945	3 720	916	428	1.8	5.6
448140	Family clothing stores	20	33 945	3 720	916	428	1.8	5.6
44815	Clothing accessories stores	5	D	D	D	b	D	D
448150	Clothing accessories stores	5	D	D	D	b	D	D
44819	Other clothing stores	13	5 578	817	242	90	5.0	16.2
448190	Other clothing stores	13	5 578	817	242	90	5.0	16.2
4482	Shoe stores	31	D	D	D	c	D	D
44821	Shoe stores	31	D	D	D	c	D	D
448210	Shoe stores	31	D	D	D	c	D	D
4482101	Men's shoe stores	2	D	D	D	a	D	D
4482102	Women's shoe stores	5	D	D	D	b	D	D
4482103	Children's & juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	20	10 899	1 191	271	113	—	—
4482105	Athletic footwear stores	3	3 249	367	95	29	—	—
4483	Jewelry, luggage, & leather goods stores	26	20 229	4 423	1 088	205	11.5	1.5
44831	Jewelry stores	26	20 229	4 423	1 088	205	11.5	1.5
448310	Jewelry stores	26	20 229	4 423	1 088	205	11.5	1.5

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							From administrative records ¹	Estimated ²
LINCOLN, NE—Con.								
44-45 Retail trade—Con.								
451	Sporting goods, hobby, book, & music stores	80	D	D	D	g	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	61	D	D	D	f	D	D
45111	Sporting goods stores	34	D	D	D	e	D	D
451110	Sporting goods stores	34	D	D	D	e	D	D
4511101	General-line sporting goods stores	5	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	29	D	D	D	e	D	D
45112	Hobby, toy, & game stores	16	22 482	2 644	663	207	—	.6
451120	Hobby, toy, & game stores	16	22 482	2 644	663	207	—	.6
45113	Sewing, needlework, & piece goods stores	6	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores	6	D	D	D	b	D	D
45114	Musical instrument & supplies stores	5	D	D	D	b	D	D
451140	Musical instrument & supplies stores	5	D	D	D	b	D	D
4512	Book, periodical, & music stores	19	D	D	D	e	D	D
45121	Book stores & news dealers	9	20 919	2 041	509	266	—	.3
451211	Book stores	7	D	D	D	e	D	D
4512111	Book stores, general	4	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
4512113	College book stores	2	D	D	D	c	D	D
451212	News dealers & newsstands	2	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	10	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	10	D	D	D	b	D	D
452	General merchandise stores	28	358 491	31 654	7 631	2 991	.1	.4
4521	Department stores (incl leased depts) ##	12	259 502	N	N	N	—	—
45211	Department stores (incl leased depts) ##	12	259 502	N	N	N	—	—
4521	Department stores (excl leased depts)	12	257 526	24 225	5 805	2 150	—	—
452110	Department stores (excl leased depts)	12	257 526	24 225	5 805	2 150	—	—
4521101	Department stores (excl leased depts)	12	257 526	24 225	5 805	2 150	—	—
4521101	Conventional department stores (excl leased depts)	2	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	7	154 915	12 711	3 077	1 159	—	—
4521103	National chain department stores (excl leased depts)	3	D	D	D	f	D	D
4529	Other general merchandise stores	16	100 965	7 429	1 826	841	.2	1.4
45291	Warehouse clubs & superstores	2	D	D	D	f	D	D
452910	Warehouse clubs & superstores	2	D	D	D	f	D	D
45299	All other general merchandise stores	14	D	D	D	c	D	D
452990	All other general merchandise stores	14	D	D	D	c	D	D
4529901	Variety stores	10	4 606	543	131	87	—	29.8
4529902	Catalog showrooms	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	138	71 897	9 776	2 284	912	8.2	2.8
4531	Florists	19	D	D	D	c	D	D
45311	Florists	19	D	D	D	c	D	D
453110	Florists	19	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	48	D	D	D	e	D	D
45321	Office supplies & stationery stores	8	20 097	1 424	353	118	—	.2
453210	Office supplies & stationery stores	8	20 097	1 424	353	118	—	.2
4532102	Office supplies stores	6	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores	40	D	D	D	e	D	D
453220	Gift, novelty, & souvenir stores	40	D	D	D	e	D	D
4533	Used merchandise stores	24	5 341	1 514	401	149	12.2	11.9
45331	Used merchandise stores	24	5 341	1 514	401	149	12.2	11.9
453310	Used merchandise stores	24	5 341	1 514	401	149	12.2	11.9
4539	Other miscellaneous store retailers	47	23 828	2 888	618	237	10.8	.8
45391	Pet & pet supplies stores	13	D	D	D	b	D	D
453910	Pet & pet supplies stores	13	D	D	D	b	D	D
45392	Art dealers	7	1 229	149	33	22	18.4	—
453920	Art dealers	7	1 229	149	33	22	18.4	—
45399	All other miscellaneous store retailers	26	D	D	D	c	D	D
454	Nonstore retailers	32	D	D	D	f	D	D
4541	Electronic shopping & mail-order houses	12	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses	12	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses	12	D	D	D	f	D	D
4542	Vending machine operators	4	D	D	D	b	D	D
45421	Vending machine operators	4	D	D	D	b	D	D
454210	Vending machine operators	4	D	D	D	b	D	D
4543	Direct selling establishments	16	20 809	2 955	546	155	55.2	2.9
45431	Fuel dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	b	D	D
45439	Other direct selling establishments	14	D	D	D	c	D	D
454390	Other direct selling establishments	14	D	D	D	c	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
MCCOOK, NE								
44-45	Retail trade	98	158 129	14 386	3 417	1 044	12.3	7.0
441	Motor vehicle & parts dealers	17	43 825	3 573	890	153	21.2	—
4412	Other motor vehicle dealers	3	2 642	80	16	12	D	—
44122	Motorcycle, boat, & other motor vehicle dealers	3	2 642	80	16	12	D	—
441221	Motorcycle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	4	2 972	467	102	27	—	—
443	Electronics & appliance stores	6	D	D	D	a	D	D
4431	Electronics & appliance stores	6	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	10	23 266	2 199	513	210	3.8	27.0
446	Health & personal care stores	5	7 789	821	198	33	13.5	28.1
4461	Health & personal care stores	5	7 789	821	198	33	13.5	28.1
44619	Other health & personal care stores	2	D	D	D	a	D	D
446199	All other health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	9	D	D	D	b	D	D
448	Clothing & clothing accessories stores	11	5 852	697	201	76	29.3	—
4481	Clothing stores	5	D	D	D	b	D	D
4482101	Men's shoe stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	9	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	6	D	D	D	b	D	D
4512	Book, periodical, & music stores	3	D	D	D	a	D	D
45121	Book stores & news dealers	3	D	D	D	a	D	D
451211	Book stores	3	D	D	D	a	D	D
4512112	Specialty book stores	2	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	e	D	D
4529	Other general merchandise stores	4	D	D	D	e	D	D
45299	All other general merchandise stores	3	5 381	626	130	50	—	—
452990	All other general merchandise stores	3	5 381	626	130	50	—	—
4529903	Miscellaneous general merchandise stores	3	5 381	626	130	50	—	—
453	Miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	5	D	D	D	a	D	D
MINDEN, NE								
44-45	Retail trade	25	D	D	D	c	D	D
441	Motor vehicle & parts dealers	3	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	6	4 841	370	83	32	8.4	12.7
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D

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

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							From administrative records ¹	Estimated ²
NEBRASKA CITY, NE								
44-45	Retail trade	73	88 948	7 694	1 633	584	32.7	15.1
441	Motor vehicle & parts dealers	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	4	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	7 012	671	157	42	1.6	—
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	5	D	D	D	c	D	D
446	Health & personal care stores	5	D	D	D	b	D	D
4461	Health & personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	9	11 485	873	220	80	2.4	—
448	Clothing & clothing accessories stores	14	10 768	876	218	94	7.1	—
4481	Clothing stores	10	8 623	670	171	75	2.1	—
451	Sporting goods, hobby, book, & music stores	4	D	D	D	a	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	4	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	13	1 922	297	63	46	64.5	—
4532102	Office supplies stores	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
NORFOLK, NE								
44-45	Retail trade	182	402 746	37 079	9 010	2 747	10.9	3.3
441	Motor vehicle & parts dealers	26	D	D	D	e	D	D
4411	Automobile dealers	15	D	D	D	c	D	D
44112	Used car dealers	9	D	D	D	b	D	D
441120	Used car dealers	9	D	D	D	b	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	9	D	D	D	b	D	D
44131	Automotive parts & accessories stores	8	6 644	1 143	278	77	9.4	—
441310	Automotive parts & accessories stores	8	6 644	1 143	278	77	9.4	—
442	Furniture & home furnishings stores	6	D	D	D	b	D	D
4421	Furniture stores	4	10 353	1 211	317	61	4.7	—
44211	Furniture stores	4	10 353	1 211	317	61	4.7	—
442110	Furniture stores	4	10 353	1 211	317	61	4.7	—
4422	Home furnishings stores	2	D	D	D	a	D	D
44221	Floor covering stores	2	D	D	D	a	D	D
442210	Floor covering stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	10	10 411	1 465	335	86	1.4	.2
4431	Electronics & appliance stores	10	10 411	1 465	335	86	1.4	.2
44311	Appliance, television, & other electronics stores	7	D	D	D	b	D	D
443111	Household appliance stores	4	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	3	D	D	D	a	D	D
44312	Computer & software stores	3	D	D	D	b	D	D
443120	Computer & software stores	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	20	51 050	5 366	1 331	305	3.9	.5
4441	Building material & supplies dealers	16	D	D	D	e	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	13	25 593	2 754	745	119	5.5	.9
444190	Other building material dealers	13	25 593	2 754	745	119	5.5	.9
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	20	51 773	5 872	1 298	490	9.3	5.8
4451	Grocery stores	7	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	6	45 602	5 219	1 156	428	9.1	3.8
445110	Supermarkets & other grocery (except convenience) stores	6	45 602	5 219	1 156	428	9.1	3.8
4452	Specialty food stores	5	D	D	D	a	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
NORFOLK, NE—Con.								
44-45	Retail trade—Con.							
446	Health & personal care stores	10	D	D	D	b	D	D
4461	Health & personal care stores	10	D	D	D	b	D	D
447	Gasoline stations	17	24 542	1 659	399	160	25.1	13.5
4471	Gasoline stations	17	24 542	1 659	399	160	25.1	13.5
447111	Gasoline stations with convenience stores	12	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	c	D	D
44719	Other gasoline stations	5	D	D	D	b	D	D
447190	Other gasoline stations	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores	28	D	D	D	c	D	D
4481	Clothing stores	18	16 095	1 823	405	184	9.7	.1
44814	Family clothing stores	5	D	D	D	b	D	D
448140	Family clothing stores	5	D	D	D	b	D	D
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
4482104	Family shoe stores	6	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores	4	3 039	446	121	28	51.9	—
451	Sporting goods, hobby, book, & music stores	13	9 365	1 004	237	96	6.0	3.8
4511	Sporting goods, hobby, & musical instrument stores ..	10	D	D	D	b	D	D
45112	Hobby, toy, & game stores	3	D	D	D	b	D	D
451120	Hobby, toy, & game stores	3	D	D	D	b	D	D
4512	Book, periodical, & music stores	3	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ..	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ..	2	D	D	D	b	D	D
452	General merchandise stores	8	104 882	9 384	2 199	863	—	—
4529	Other general merchandise stores	5	D	D	D	f	D	D
45291	Warehouse clubs & superstores	1	D	D	D	e	D	D
452910	Warehouse clubs & superstores	1	D	D	D	e	D	D
45299	All other general merchandise stores	4	D	D	D	c	D	D
452990	All other general merchandise stores	4	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	18	D	D	D	b	D	D
4539	Other miscellaneous store retailers	5	928	123	21	13	26.5	—
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	6	D	D	D	b	D	D
NORTH PLATTE, NE								
44-45	Retail trade	172	288 155	26 755	6 484	1 971	9.3	4.4
441	Motor vehicle & parts dealers	21	D	D	D	e	D	D
4411	Automobile dealers	10	58 508	3 580	774	173	16.2	5.0
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ..	2	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	8	7 232	1 213	271	63	—	16.5
44131	Automotive parts & accessories stores	6	D	D	D	b	D	D
441310	Automotive parts & accessories stores	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	9	6 460	873	217	59	73.4	—
4421	Furniture stores	6	5 310	741	184	43	79.8	—
44211	Furniture stores	6	5 310	741	184	43	79.8	—
442110	Furniture stores	6	5 310	741	184	43	79.8	—
443	Electronics & appliance stores	11	7 450	850	210	56	26.0	—
4431	Electronics & appliance stores	11	7 450	850	210	56	26.0	—
44311	Appliance, television, & other electronics stores ..	9	D	D	D	b	D	D
443111	Household appliance stores	7	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	16	D	D	D	c	D	D
4441	Building material & supplies dealers	13	18 320	2 070	506	114	9.5	—
44419	Other building material dealers	10	15 064	1 365	356	78	11.6	—
444190	Other building material dealers	10	15 064	1 365	356	78	11.6	—
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	14	D	D	D	e	D	D
4451	Grocery stores	5	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	5	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores	5	D	D	D	e	D	D
4452	Specialty food stores	4	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
NORTH PLATTE, NE—Con.								
44-45	Retail trade—Con.							
446	Health & personal care stores	13	D	D	D	b	D	D
4461	Health & personal care stores	13	D	D	D	b	D	D
44619	Other health & personal care stores	8	D	D	D	a	D	D
447	Gasoline stations	21	33 131	1 826	483	163	8.2	13.1
4471	Gasoline stations	21	33 131	1 826	483	163	8.2	13.1
44711	Gasoline stations with convenience stores	17	24 553	1 386	356	121	2.6	17.6
447110	Gasoline stations with convenience stores	17	24 553	1 386	356	121	2.6	17.6
448	Clothing & clothing accessories stores	24	D	D	D	c	D	D
4481	Clothing stores	13	D	D	D	b	D	D
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	9	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	6	D	D	D	b	D	D
4511101	General-line sporting goods stores	4	2 264	320	77	27	5.8	76.0
4512	Book, periodical, & music stores	3	D	D	D	b	D	D
45121	Book stores & news dealers	2	D	D	D	a	D	D
452	General merchandise stores	6	64 476	5 955	1 551	539	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	2	D	D	D	e	D	D
45299	All other general merchandise stores	3	10 479	1 222	279	108	—	—
452990	All other general merchandise stores	3	10 479	1 222	279	108	—	—
4529903	Miscellaneous general merchandise stores	3	10 479	1 222	279	108	—	—
453	Miscellaneous store retailers	23	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	9	4 905	922	215	69	5.1	3.9
45321	Office supplies & stationery stores	1	D	D	D	b	D	D
453210	Office supplies & stationery stores	1	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	7	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	a	D	D
OGALLALA, NE								
44-45	Retail trade	65	90 440	8 848	1 886	618	30.7	13.5
441	Motor vehicle & parts dealers	9	30 886	2 298	538	105	58.5	30.8
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	4	968	101	21	16	27.9	—
444	Building material & garden equipment & supplies dealers	5	4 310	449	98	24	23.9	8.8
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	15	D	D	D	c	D	D
4471	Gasoline stations	15	D	D	D	c	D	D
44719	Other gasoline stations	9	D	D	D	c	D	D
447190	Other gasoline stations	9	D	D	D	c	D	D
448	Clothing & clothing accessories stores	8	1 717	345	78	33	77.8	5.4
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	4	10 237	979	229	92	—	—
45299	All other general merchandise stores	4	10 237	979	229	92	—	—
452990	All other general merchandise stores	4	10 237	979	229	92	—	—
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
OMAHA, NE								
44-45	Retail trade	1 786	5 479 272	572 296	138 432	33 724	5.6	2.6
441	Motor vehicle & parts dealers	212	1 283 236	106 936	25 248	3 438	11.5	3.2
4411	Automobile dealers	76	1 064 029	76 252	18 177	2 177	12.8	3.1
44111	New car dealers	34	D	D	D	g	D	D
441110	New car dealers	34	D	D	D	g	D	D
44112	Used car dealers	42	D	D	D	c	D	D
441120	Used car dealers	42	D	D	D	c	D	D
4412	Other motor vehicle dealers	17	31 265	3 391	760	118	15.0	—
44121	Recreational vehicle dealers	4	D	D	D	b	D	D
441210	Recreational vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	13	D	D	D	b	D	D
441221	Motorcycle dealers	5	D	D	D	b	D	D
441222	Boat dealers	8	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	119	187 942	27 293	6 311	1 143	3.7	4.2
44131	Automotive parts & accessories stores	85	140 968	16 580	4 376	858	3.8	4.1
441310	Automotive parts & accessories stores	85	140 968	16 580	4 376	858	3.8	4.1
44132	Tire dealers	34	46 974	8 713	1 935	285	3.5	4.5
441320	Tire dealers	34	46 974	8 713	1 935	285	3.5	4.5
442	Furniture & home furnishings stores	80	548 909	40 497	9 460	1 775	1.9	.7
4421	Furniture stores	24	D	D	D	g	D	D
44211	Furniture stores	24	D	D	D	g	D	D
442110	Furniture stores	24	D	D	D	g	D	D
4422	Home furnishings stores	56	D	D	D	f	D	D
44221	Floor covering stores	21	D	D	D	e	D	D
442210	Floor covering stores	21	D	D	D	e	D	D
44229	Other home furnishings stores	35	D	D	D	c	D	D
442299	All other home furnishings stores	30	D	D	D	c	D	D
443	Electronics & appliance stores	71	146 227	16 698	4 099	840	6.8	3.3
4431	Electronics & appliance stores	71	146 227	16 698	4 099	840	6.8	3.3
44311	Appliance, television, & other electronics stores	44	105 823	10 493	2 491	581	4.6	1.3
443111	Household appliance stores	12	3 462	984	259	43	23.4	18.6
443112	Radio, television, & other electronics stores	32	102 361	9 509	2 232	538	4.0	.7
44312	Computer & software stores	23	D	D	D	c	D	D
443120	Computer & software stores	23	D	D	D	c	D	D
44313	Camera & photographic supplies stores	4	D	D	D	b	D	D
443130	Camera & photographic supplies stores	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	136	449 278	52 220	12 455	2 248	2.3	.6
4441	Building material & supplies dealers	115	411 806	44 676	11 079	1 879	2.1	.5
44411	Home centers	5	71 248	5 951	1 605	417	—	—
444110	Home centers	5	71 248	5 951	1 605	417	—	—
44412	Paint & wallpaper stores	14	12 045	1 600	418	91	—	—
444120	Paint & wallpaper stores	14	12 045	1 600	418	91	—	—
44413	Hardware stores	21	23 567	3 148	708	230	7.4	2.5
444130	Hardware stores	21	23 567	3 148	708	230	7.4	2.5
44419	Other building material dealers	75	304 946	33 977	8 348	1 141	2.3	.5
444190	Other building material dealers	75	304 946	33 977	8 348	1 141	2.3	.5
4442	Lawn & garden equipment & supplies stores	21	37 472	7 544	1 376	369	4.4	1.4
44421	Outdoor power equipment stores	11	16 319	2 202	483	107	4.5	—
444210	Outdoor power equipment stores	11	16 319	2 202	483	107	4.5	—
44422	Nursery & garden centers	10	21 153	5 342	893	262	4.4	2.5
444220	Nursery & garden centers	10	21 153	5 342	893	262	4.4	2.5
445	Food & beverage stores	154	724 126	77 505	18 347	5 850	2.9	.9
4451	Grocery stores	90	D	D	D	i	D	D
44511	Supermarkets & other grocery (except convenience) stores	76	684 182	71 641	16 986	5 312	2.3	.7
445110	Supermarkets & other grocery (except convenience) stores	76	684 182	71 641	16 986	5 312	2.3	.7
44512	Convenience stores	14	D	D	D	c	D	D
445120	Convenience stores	14	D	D	D	c	D	D
4452	Specialty food stores	40	D	D	D	c	D	D
4453	Beer, wine, & liquor stores	24	D	D	D	c	D	D
44531	Beer, wine, & liquor stores	24	D	D	D	c	D	D
445310	Beer, wine, & liquor stores	24	D	D	D	c	D	D
446	Health & personal care stores	160	219 408	28 543	6 901	2 215	8.7	9.1
4461	Health & personal care stores	160	219 408	28 543	6 901	2 215	8.7	9.1
44611	Pharmacies & drug stores	70	180 655	21 046	5 208	1 736	8.2	9.5
446110	Pharmacies & drug stores	70	180 655	21 046	5 208	1 736	8.2	9.5
4461101	Pharmacies & drug stores	65	D	D	D	g	D	D
4461102	Proprietary stores	5	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, & perfume stores	22	D	D	D	c	D	D
446120	Cosmetics, beauty supplies, & perfume stores	22	D	D	D	c	D	D
44613	Optical goods stores	47	D	D	D	c	D	D
446130	Optical goods stores	47	D	D	D	c	D	D
44619	Other health & personal care stores	21	D	D	D	c	D	D
446191	Food (health) supplement stores	10	6 138	1 076	256	77	11.8	7.9
446199	All other health & personal care stores	11	D	D	D	b	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
OMAHA, NE—Con.								
44-45 Retail trade—Con.								
447	Gasoline stations	191	270 388	19 317	4 621	1 317	8.0	4.8
4471	Gasoline stations	191	270 388	19 317	4 621	1 317	8.0	4.8
44711	Gasoline stations with convenience stores	141	219 275	14 874	3 559	1 038	5.5	2.7
447110	Gasoline stations with convenience stores	141	219 275	14 874	3 559	1 038	5.5	2.7
44719	Other gasoline stations	50	51 113	4 443	1 062	279	18.9	13.6
447190	Other gasoline stations	50	51 113	4 443	1 062	279	18.9	13.6
448	Clothing & clothing accessories stores	306	298 032	37 491	8 920	2 987	5.3	4.1
4481	Clothing stores	193	D	D	D	g	D	D
44811	Men's clothing stores	37	D	D	D	c	D	D
448110	Men's clothing stores	37	D	D	D	c	D	D
44812	Women's clothing stores	77	D	D	D	f	D	D
448120	Women's clothing stores	77	D	D	D	f	D	D
44813	Children's & infants' clothing stores	9	7 805	726	185	78	3.8	—
448130	Children's & infants' clothing stores	9	7 805	726	185	78	3.8	—
44814	Family clothing stores	32	D	D	D	f	D	D
448140	Family clothing stores	32	D	D	D	f	D	D
44815	Clothing accessories stores	14	2 434	452	112	66	18.4	13.1
448150	Clothing accessories stores	14	2 434	452	112	66	18.4	13.1
44819	Other clothing stores	24	13 160	1 468	338	144	2.8	.6
448190	Other clothing stores	24	13 160	1 468	338	144	2.8	.6
4482	Shoe stores	67	D	D	D	e	D	D
44821	Shoe stores	67	D	D	D	e	D	D
448210	Shoe stores	67	D	D	D	e	D	D
4482101	Men's shoe stores	5	D	D	D	a	D	D
4482102	Women's shoe stores	10	D	D	D	b	D	D
4482103	Children's & juveniles' shoe stores	3	D	D	D	b	D	D
4482104	Family shoe stores	35	16 710	2 218	517	198	1.5	3.4
4482105	Athletic footwear stores	14	D	D	D	c	D	D
4483	Jewelry, luggage, & leather goods stores	46	81 808	9 749	2 483	599	3.5	1.8
44831	Jewelry stores	44	D	D	D	f	D	D
448310	Jewelry stores	44	D	D	D	f	D	D
44832	Luggage & leather goods stores	2	D	D	D	a	D	D
448320	Luggage & leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	155	144 795	16 973	3 938	1 505	14.5	8.9
4511	Sporting goods, hobby, & musical instrument stores ..	100	97 868	11 767	2 882	914	20.6	1.7
45111	Sporting goods stores	54	D	D	D	e	D	D
451110	Sporting goods stores	54	D	D	D	e	D	D
4511101	General-line sporting goods stores	14	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	40	D	D	D	c	D	D
45112	Hobby, toy, & game stores	23	D	D	D	e	D	D
451120	Hobby, toy, & game stores	23	D	D	D	e	D	D
45113	Sewing, needlework, & piece goods stores	10	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores	10	D	D	D	b	D	D
45114	Musical instrument & supplies stores	13	9 744	1 524	426	69	4.1	—
451140	Musical instrument & supplies stores	13	9 744	1 524	426	69	4.1	—
4512	Book, periodical, & music stores	55	46 927	5 206	1 056	591	2.0	23.9
45121	Book stores & news dealers	31	29 253	3 419	773	471	.5	6.2
451211	Book stores	30	D	D	D	e	D	D
4512111	Book stores, general	20	D	D	D	e	D	D
4512112	Specialty book stores	5	D	D	D	b	D	D
4512113	College book stores	5	D	D	D	b	D	D
451212	News dealers & newsstands	1	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	24	17 674	1 787	283	120	4.4	53.2
451220	Prerecorded tape, compact disc, & record stores ...	24	17 674	1 787	283	120	4.4	53.2
452	General merchandise stores	37	641 419	62 870	14 898	5 125	—	—
4521	Department stores (incl leased depts) ##	23	493 875	N	N	N	—	—
45211	Department stores (incl leased depts) ##	23	493 875	N	N	N	—	—
4521	Department stores (excl leased depts)	23	486 086	51 625	12 264	4 249	—	—
45211	Department stores (excl leased depts)	23	486 086	51 625	12 264	4 249	—	—
452110	Department stores (excl leased depts)	23	486 086	51 625	12 264	4 249	—	—
4521101	Conventional department stores (excl leased depts)	5	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	13	244 203	23 216	5 459	1 864	—	—
4521103	National chain department stores (excl leased depts)	5	D	D	D	g	D	D
4529	Other general merchandise stores	14	155 333	11 245	2 634	876	—	—
45291	Warehouse clubs & superstores	2	D	D	D	f	D	D
452910	Warehouse clubs & superstores	2	D	D	D	f	D	D
45299	All other general merchandise stores	12	D	D	D	c	D	D
452990	All other general merchandise stores	12	D	D	D	c	D	D
4529901	Variety stores	7	D	D	D	b	D	D
4529902	Catalog showrooms	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	4	18 886	1 657	385	149	—	—

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
OMAHA, NE—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	230	175 915	22 091	5 438	1 940	15.1	4.0
4531	Florists	31	10 468	2 627	680	231	31.3	1.1
45311	Florists	31	10 468	2 627	680	231	31.3	1.1
453110	Florists	31	10 468	2 627	680	231	31.3	1.1
4532	Office supplies, stationery, & gift stores	90	D	D	D	f	D	D
45321	Office supplies & stationery stores	16	D	D	D	e	D	D
453210	Office supplies & stationery stores	16	D	D	D	e	D	D
4532101	Stationery stores	2	D	D	D	a	D	D
4532102	Office supplies stores	14	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores	74	35 295	5 237	1 233	698	11.0	7.8
453220	Gift, novelty, & souvenir stores	74	35 295	5 237	1 233	698	11.0	7.8
4533	Used merchandise stores	39	D	D	D	c	D	D
45331	Used merchandise stores	39	D	D	D	c	D	D
453310	Used merchandise stores	39	D	D	D	c	D	D
4539	Other miscellaneous store retailers	70	D	D	D	f	D	D
45391	Pet & pet supplies stores	11	D	D	D	c	D	D
453910	Pet & pet supplies stores	11	D	D	D	c	D	D
45392	Art dealers	14	D	D	D	b	D	D
453920	Art dealers	14	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	5	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	5	D	D	D	b	D	D
45399	All other miscellaneous store retailers	40	D	D	D	c	D	D
454	Nonstore retailers	54	577 539	91 155	24 107	4 484	.7	3.0
4541	Electronic shopping & mail-order houses	13	91 440	11 782	2 862	551	.1	13.7
45411	Electronic shopping & mail-order houses	13	91 440	11 782	2 862	551	.1	13.7
454110	Electronic shopping & mail-order houses	13	91 440	11 782	2 862	551	.1	13.7
4542	Vending machine operators	12	D	D	D	e	D	D
45421	Vending machine operators	12	D	D	D	e	D	D
454210	Vending machine operators	12	D	D	D	e	D	D
4543	Direct selling establishments	29	D	D	D	h	D	D
45439	Other direct selling establishments	28	D	D	D	h	D	D
454390	Other direct selling establishments	28	D	D	D	h	D	D
O'NEILL, NE								
44-45	Retail trade	51	56 278	4 285	1 011	389	33.6	.3
441	Motor vehicle & parts dealers	9	12 946	995	255	56	1.7	—
442	Furniture & home furnishings stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	D	D	D	b	D	D
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	7	14 649	638	138	70	62.1	—
448	Clothing & clothing accessories stores	9	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	3	252	31	8	5	D	—
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
PAPILLION, NE								
44-45	Retail trade	34	71 590	6 924	1 643	500	2.0	2.7
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	968	271	68	11	—	—
445	Food & beverage stores	2	D	D	D	b	D	D
446	Health & personal care stores	3	1 816	214	44	10	D	64.9
447	Gasoline stations	4	5 515	268	59	27	—	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	e	D	D
4529	Other general merchandise stores	1	D	D	D	e	D	D
45291	Warehouse clubs & superstores	1	D	D	D	e	D	D
452910	Warehouse clubs & superstores	1	D	D	D	e	D	D
453	Miscellaneous store retailers	5	931	146	35	21	23.6	—
454	Nonstore retailers	5	564	47	2	2	3.2	66.3
PLATTSMOUTH, NE								
44-45	Retail trade	33	68 668	4 933	1 165	405	34.3	5.4
441	Motor vehicle & parts dealers	7	37 986	1 977	472	78	43.6	9.7
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	a	D	D
445	Food & beverage stores	4	9 163	682	160	165	51.8	—
447	Gasoline stations	5	6 626	433	92	36	14.3	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
RALSTON, NE								
44-45	Retail trade	31	36 780	5 758	1 394	281	11.7	6.1
441	Motor vehicle & parts dealers	6	5 667	591	119	33	22.6	—
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	b	D	D
443	Electronics & appliance stores	2	D	D	D	b	D	D
4431	Electronics & appliance stores	2	D	D	D	b	D	D
44312	Computer & software stores	1	D	D	D	a	D	D
443120	Computer & software stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	D	D	D	b	D	D
4441	Building material & supplies dealers	4	D	D	D	b	D	D
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	2	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
SCHUYLER, NE								
44-45	Retail trade	30	39 725	3 981	953	255	15.5	4.9
441	Motor vehicle & parts dealers	6	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	a	D	D
445	Food & beverage stores	4	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	1 769	164	37	21	—	16.8
45299	All other general merchandise stores	3	1 769	164	37	21	—	16.8
452990	All other general merchandise stores	3	1 769	164	37	21	—	16.8
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
45431	Fuel dealers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
SCOTTSBUFF, NE								
44-45	Retail trade	169	327 963	31 879	7 217	2 135	5.9	2.4
441	Motor vehicle & parts dealers	28	97 933	7 798	1 750	294	5.8	1.7
4411	Automobile dealers	13	84 437	6 222	1 407	202	3.5	.4
44112	Used car dealers	7	D	D	D	a	D	D
441120	Used car dealers	7	D	D	D	a	D	D
4412	Other motor vehicle dealers	5	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	3	2 467	135	27	6	D	—
441221	Motorcycle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	10	D	D	D	b	D	D
44131	Automotive parts & accessories stores	7	D	D	D	b	D	D
441310	Automotive parts & accessories stores	7	D	D	D	b	D	D
44132	Tire dealers	3	D	D	D	b	D	D
441320	Tire dealers	3	D	D	D	b	D	D
442	Furniture & home furnishings stores	11	D	D	D	b	D	D
4421	Furniture stores	5	D	D	D	b	D	D
44211	Furniture stores	5	D	D	D	b	D	D
442110	Furniture stores	5	D	D	D	b	D	D
4422	Home furnishings stores	6	D	D	D	b	D	D
44221	Floor covering stores	3	D	D	D	a	D	D
442210	Floor covering stores	3	D	D	D	a	D	D
443	Electronics & appliance stores	11	7 360	1 238	299	62	5.2	4.9
4431	Electronics & appliance stores	11	7 360	1 238	299	62	5.2	4.9
44311	Appliance, television, & other electronics stores	8	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	4	1 932	465	101	19	—	18.7
44312	Computer & software stores	3	D	D	D	b	D	D
443120	Computer & software stores	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	21	37 948	4 083	848	187	2.9	—
4441	Building material & supplies dealers	16	30 436	2 907	635	125	3.6	—
44419	Other building material dealers	11	28 021	2 635	578	108	1.1	—
444190	Other building material dealers	11	28 021	2 635	578	108	1.1	—
4442	Lawn & garden equipment & supplies stores	5	7 512	1 176	213	62	—	—
44422	Nursery & garden centers	4	D	D	D	b	D	D
444220	Nursery & garden centers	4	D	D	D	b	D	D
445	Food & beverage stores	10	51 684	4 986	1 142	402	1.1	1.3
4451	Grocery stores	7	50 358	4 949	1 134	392	—	—
44511	Supermarkets & other grocery (except convenience) stores	7	50 358	4 949	1 134	392	—	—
445110	Supermarkets & other grocery (except convenience) stores	7	50 358	4 949	1 134	392	—	—
446	Health & personal care stores	11	D	D	D	b	D	D
4461	Health & personal care stores	11	D	D	D	b	D	D
446191	Food (health) supplement stores	4	D	D	D	a	D	D
447	Gasoline stations	9	11 803	739	174	86	—	18.8
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores	26	13 759	1 622	357	161	16.8	3.2
4481	Clothing stores	15	D	D	D	c	D	D
4482105	Athletic footwear stores	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	14	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores	10	D	D	D	b	D	D
4512	Book, periodical, & music stores	4	3 361	438	107	40	—	—
4512112	Specialty book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores	2	D	D	D	b	D	D
452	General merchandise stores	5	D	D	D	f	D	D
4521	Department stores (incl leased depts) ##	4	70 571	N	N	N	—	—
45211	Department stores (incl leased depts) ##	4	70 571	N	N	N	—	—
4521	Department stores (excl leased depts)	4	70 128	6 397	1 521	576	—	—
45211	Department stores (excl leased depts)	4	70 128	6 397	1 521	576	—	—
452110	Department stores (excl leased depts)	4	70 128	6 397	1 521	576	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	D	D	D	e	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	16	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	3	1 766	357	79	35	D	—
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	6	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	5	D	D	D	b	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
SCOTTSDLUFF, NE—Con.								
44-45 Retail trade—Con.								
454	Nonstore retailers	7	D	D	D	b	D	D
SEWARD, NE								
44-45	Retail trade	41	59 321	5 186	1 139	449	37.3	6.9
441	Motor vehicle & parts dealers	7	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	3 165	424	89	25	10.6	17.4
445	Food & beverage stores	2	D	D	D	b	D	D
446	Health & personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	8	10 114	833	166	101	35.5	33.8
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores	3	477	63	12	14	D	30.4
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	13 850	1 410	308	134	—	—
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	b	D	D
SIDNEY, NE								
44-45	Retail trade	55	D	D	D	f	D	D
441	Motor vehicle & parts dealers	8	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	D	D	D	a	D	D
443	Electronics & appliance stores	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	b	D	D
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	10	D	D	D	b	D	D
448	Clothing & clothing accessories stores	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	c	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	1	D	D	D	c	D	D
45111	Sporting goods stores	1	D	D	D	c	D	D
451110	Sporting goods stores	1	D	D	D	c	D	D
4511101	General-line sporting goods stores	1	D	D	D	c	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	e	D	D
4541	Electronic shopping & mail-order houses	1	D	D	D	e	D	D
45411	Electronic shopping & mail-order houses	1	D	D	D	e	D	D
454110	Electronic shopping & mail-order houses	1	D	D	D	e	D	D

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
SOUTH SIOUX CITY, NE								
44-45	Retail trade	59	92 212	10 196	2 427	787	5.0	2.3
441	Motor vehicle & parts dealers	13	12 261	1 704	423	84	23.4	2.1
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	4	6 505	1 223	324	59	—	—
44131	Automotive parts & accessories stores	2	D	D	D	b	D	D
441310	Automotive parts & accessories stores	2	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	b	D	D
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
443	Electronics & appliance stores	3	2 612	279	70	20	—	—
4431	Electronics & appliance stores	3	2 612	279	70	20	—	—
44312	Computer & software stores	2	D	D	D	a	D	D
443120	Computer & software stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	D	D	D	b	D	D
445	Food & beverage stores	10	30 106	3 523	809	281	.5	—
446	Health & personal care stores	3	5 305	556	132	45	—	—
4461	Health & personal care stores	3	5 305	556	132	45	—	—
447	Gasoline stations	8	7 316	523	119	54	12.3	25.5
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	a	D	D
45331	Used merchandise stores	2	D	D	D	a	D	D
453310	Used merchandise stores	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
45399	All other miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
VALENTINE, NE								
44-45	Retail trade	40	52 013	5 307	1 179	372	43.5	16.0
441	Motor vehicle & parts dealers	7	17 775	1 841	353	80	69.5	—
442	Furniture & home furnishings stores	4	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	5	D	D	D	c	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores	4	2 318	321	74	21	83.3	4.1
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	4	312	26	6	7	100.0	—
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
WAHOO, NE								
44-45	Retail trade	36	32 089	2 834	659	265	24.9	16.2
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	3 734	330	71	26	40.5	—
445	Food & beverage stores	6	9 663	853	224	112	4.6	—
446	Health & personal care stores	3	2 416	326	67	13	D	—
447	Gasoline stations	5	4 838	262	62	31	17.3	49.1
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
WAYNE, NE								
44-45	Retail trade	38	39 043	3 975	942	361	27.6	2.0
441	Motor vehicle & parts dealers	4	4 414	437	110	25	78.3	11.5
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	9 913	967	271	64	26.1	—
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	4	D	D	D	c	D	D
446	Health & personal care stores	3	3 646	375	84	23	D	—
447	Gasoline stations	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	4	1 556	143	36	18	—	3.1
4512	Book, periodical, & music stores	2	D	D	D	a	D	D
45121	Book stores & news dealers	2	D	D	D	a	D	D
4512113	College book stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
WEST POINT, NE								
44-45	Retail trade	37	68 763	5 000	1 081	326	13.7	4.0
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	5	21 103	1 276	250	43	—	6.5
44422	Nursery & garden centers	5	21 103	1 276	250	43	—	6.5
444220	Nursery & garden centers	5	21 103	1 276	250	43	—	6.5
445	Food & beverage stores	4	9 173	838	175	59	52.1	—
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	4	3 974	242	56	22	—	34.9
448	Clothing & clothing accessories stores	4	1 338	251	57	20	16.2	—
452	General merchandise stores	4	3 978	412	90	41	30.4	—
45299	All other general merchandise stores	4	3 978	412	90	41	30.4	—
452990	All other general merchandise stores	4	3 978	412	90	41	30.4	—
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
YORK, NE								
44-45	Retail trade	82	135 736	12 492	3 111	934	13.4	8.3
441	Motor vehicle & parts dealers	16	D	D	D	c	D	D
4413	Automotive parts, accessories, & tire stores	8	D	D	D	b	D	D
44132	Tire dealers	2	D	D	D	b	D	D
441320	Tire dealers	2	D	D	D	b	D	D
442	Furniture & home furnishings stores	5	1 340	160	40	12	49.0	49.1
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	9 745	1 704	450	106	16.3	7.9
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
445	Food & beverage stores	4	D	D	D	c	D	D
446	Health & personal care stores	4	D	D	D	b	D	D
4461	Health & personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	13	28 191	2 110	523	157	19.9	8.3
4471	Gasoline stations	13	28 191	2 110	523	157	19.9	8.3
44711	Gasoline stations with convenience stores	7	9 712	490	108	39	16.7	24.0
447110	Gasoline stations with convenience stores	7	9 712	490	108	39	16.7	24.0
44719	Other gasoline stations	6	18 479	1 620	415	118	21.6	—
447190	Other gasoline stations	6	18 479	1 620	415	118	21.6	—
448	Clothing & clothing accessories stores	8	3 594	567	160	65	41.8	—
4481	Clothing stores	7	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	3	546	81	11	12	D	—
452	General merchandise stores	3	20 305	1 676	459	153	—	—
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	11	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF ADAMS COUNTY, NE								
44-45	Retail trade	13	15 466	1 550	339	91	25.0	1.3
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	1 995	215	34	11	D	—
445	Food & beverage stores	2	D	D	D	a	D	D
447	Gasoline stations	3	10 002	728	180	49	D	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF ANTELOPE COUNTY, NE								
44-45	Retail trade	51	52 136	3 727	949	314	18.7	2.8
441	Motor vehicle & parts dealers	6	18 340	1 501	376	74	8.9	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	15	15 704	861	258	72	19.0	—
4441	Building material & supplies dealers	8	3 019	295	97	24	46.8	—
4442	Lawn & garden equipment & supplies stores	7	12 685	566	161	48	12.4	—
44422	Nursery & garden centers	7	12 685	566	161	48	12.4	—
444220	Nursery & garden centers	7	12 685	566	161	48	12.4	—
445	Food & beverage stores	10	6 966	578	139	73	41.1	10.6
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	9	5 302	344	79	51	33.5	1.4
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF ARTHUR COUNTY, NE								
44-45	Retail trade	3	332	26	7	5	D	—
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
BALANCE OF BLAINE COUNTY, NE								
44-45	Retail trade	4	933	60	13	7	1.9	—
447	Gasoline stations	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF BOONE COUNTY, NE								
44-45	Retail trade	49	60 507	5 236	1 089	334	18.5	7.1
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	17 562	1 716	346	49	4.8	—
4441	Building material & supplies dealers	5	D	D	D	b	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	8	D	D	D	b	D	D
4452	Specialty food stores	1	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	10	12 724	869	138	56	25.3	29.2
448	Clothing & clothing accessories stores	3	521	42	6	4	—	—
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF BOX BUTTE COUNTY, NE								
44-45	Retail trade	8	7 128	767	165	47	20.1	.5
444	Building material & garden equipment & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF BOYD COUNTY, NE								
44-45	Retail trade	15	7 936	638	149	62	45.6	14.4
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	2 227	216	45	14	D	—
445	Food & beverage stores	6	2 554	238	57	32	74.5	—
447	Gasoline stations	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF BROWN COUNTY, NE								
44-45	Retail trade	30	28 796	2 458	600	191	16.7	13.5
441	Motor vehicle & parts dealers	6	5 421	501	125	33	10.8	33.6
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	6 113	393	98	24	5.9	—
4441	Building material & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
44422	Nursery & garden centers	3	D	D	D	a	D	D
444220	Nursery & garden centers	3	D	D	D	a	D	D
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
BALANCE OF BUFFALO COUNTY, NE								
44-45	Retail trade	41	56 061	4 629	924	331	29.7	3.3
441	Motor vehicle & parts dealers	5	6 340	264	50	15	100.0	—
44112	Used car dealers	3	D	D	D	a	D	D
441120	Used car dealers	3	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
4431	Electronics & appliance stores	2	D	D	D	a	D	D
44311	Appliance, television, & other electronics stores	1	D	D	D	a	D	D
443111	Household appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	12	17 681	2 019	336	82	4.4	—
4442	Lawn & garden equipment & supplies stores	7	D	D	D	b	D	D
44422	Nursery & garden centers	7	D	D	D	b	D	D
444220	Nursery & garden centers	7	D	D	D	b	D	D
445	Food & beverage stores	7	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	10	19 522	1 364	290	124	23.5	—
4471	Gasoline stations	10	19 522	1 364	290	124	23.5	—
44719	Other gasoline stations	3	D	D	D	b	D	D
447190	Other gasoline stations	3	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF BURT COUNTY, NE								
44-45	Retail trade	51	49 215	3 695	743	241	22.9	8.6
441	Motor vehicle & parts dealers	4	D	D	D	b	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	13	18 110	1 390	232	63	8.8	10.8
4442	Lawn & garden equipment & supplies stores	8	D	D	D	b	D	D
44421	Outdoor power equipment stores	1	D	D	D	a	D	D
444210	Outdoor power equipment stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	7	D	D	D	b	D	D
444220	Nursery & garden centers	7	D	D	D	b	D	D
445	Food & beverage stores	7	D	D	D	b	D	D
446	Health & personal care stores	5	2 807	335	69	18	85.1	—
4461102	Proprietary stores	1	D	D	D	a	D	D
447	Gasoline stations	7	5 091	351	83	37	42.9	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
4533	Used merchandise stores	2	D	D	D	a	D	D
45331	Used merchandise stores	2	D	D	D	a	D	D
453310	Used merchandise stores	2	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	a	D	D
BALANCE OF BUTLER COUNTY, NE								
44-45	Retail trade	7	3 073	281	64	31	85.1	2.4
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF CASS COUNTY, NE								
44-45	Retail trade	44	44 789	3 885	896	335	10.4	10.7
441	Motor vehicle & parts dealers	6	D	D	D	b	D	D
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	D	D	D	b	D	D
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	12	18 279	1 634	395	176	6.8	10.7
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
4533	Used merchandise stores	1	D	D	D	a	D	D
45331	Used merchandise stores	1	D	D	D	a	D	D
453310	Used merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF CEDAR COUNTY, NE								
44-45	Retail trade	51	62 915	4 345	961	308	36.2	4.5
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	13	26 488	1 674	361	75	12.1	—
4441	Building material & supplies dealers	7	3 403	327	105	24	31.6	—
4442	Lawn & garden equipment & supplies stores	6	23 085	1 347	256	51	9.3	—
44422	Nursery & garden centers	6	23 085	1 347	256	51	9.3	—
444220	Nursery & garden centers	6	23 085	1 347	256	51	9.3	—
445	Food & beverage stores	7	D	D	D	b	D	D
446	Health & personal care stores	3	1 287	125	29	12	D	13.9
447	Gasoline stations	9	6 515	485	105	53	25.4	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	3	6 901	613	149	28	D	—
4543	Direct selling establishments	3	6 901	613	149	28	D	—
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D
BALANCE OF CHASE COUNTY, NE								
44-45	Retail trade	35	44 796	3 732	795	240	36.9	.1
441	Motor vehicle & parts dealers	6	25 450	1 729	352	67	32.8	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	3 402	329	70	17	3.8	—
445	Food & beverage stores	6	5 752	665	142	68	100.0	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	4 449	383	91	30	—	—
448	Clothing & clothing accessories stores	3	385	45	13	10	—	6.2
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF CHERRY COUNTY, NE								
44-45	Retail trade	9	8 688	464	108	27	35.5	—
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF CHEYENNE COUNTY, NE								
44-45	Retail trade	6	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
447	Gasoline stations	5	D	D	D	a	D	D
BALANCE OF CLAY COUNTY, NE								
44-45	Retail trade	40	43 925	2 853	709	202	22.9	3.7
441	Motor vehicle & parts dealers	4	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	16	18 506	1 145	304	61	7.8	—
4442	Lawn & garden equipment & supplies stores	11	16 575	937	258	45	—	—
44422	Nursery & garden centers	11	16 575	937	258	45	—	—
444220	Nursery & garden centers	11	16 575	937	258	45	—	—
445	Food & beverage stores	9	8 175	679	149	81	71.1	14.1
447	Gasoline stations	6	3 571	257	60	22	44.2	2.5
453	Miscellaneous store retailers	4	D	D	D	a	D	D
BALANCE OF COLFAX COUNTY, NE								
44-45	Retail trade	21	36 525	1 876	411	128	65.2	4.1
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	4	21 019	929	200	50	57.6	—
44422	Nursery & garden centers	4	21 019	929	200	50	57.6	—
444220	Nursery & garden centers	4	21 019	929	200	50	57.6	—
445	Food & beverage stores	6	D	D	D	b	D	D
447	Gasoline stations	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
BALANCE OF CUMING COUNTY, NE								
44-45	Retail trade	23	29 025	1 676	373	140	40.4	—
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	4	11 841	604	128	26	—	—
44422	Nursery & garden centers	4	11 841	604	128	26	—	—
444220	Nursery & garden centers	4	11 841	604	128	26	—	—
445	Food & beverage stores	6	5 500	383	82	42	72.7	—
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	3 791	214	46	28	20.3	—
453	Miscellaneous store retailers	2	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF CUSTER COUNTY, NE								
44-45	Retail trade	35	29 092	2 218	480	164	28.7	2.7
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	6 226	456	109	29	38.7	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	6	3 915	256	64	35	58.0	11.4
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	7 787	613	132	53	32.0	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	4	604	92	23	7	21.7	—
BALANCE OF DAKOTA COUNTY, NE								
44-45	Retail trade	21	12 816	1 297	233	91	10.1	3.7
441	Motor vehicle & parts dealers	4	4 587	401	83	21	19.2	1.2
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	7	2 820	173	30	24	6.4	14.7
447	Gasoline stations	5	2 791	203	48	25	7.2	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF DAWES COUNTY, NE								
44-45	Retail trade	12	13 276	1 154	250	77	86.0	.6
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF DAWSON COUNTY, NE								
44-45	Retail trade	16	17 402	1 756	330	90	4.3	20.5
441	Motor vehicle & parts dealers	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	4	5 165	739	96	32	1.8	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	6 761	419	93	31	7.0	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF DEUEL COUNTY, NE								
44-45	Retail trade	15	24 628	1 603	378	136	16.3	—
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
BALANCE OF DIXON COUNTY, NE								
44-45	Retail trade	16	23 497	1 355	290	97	34.4	—
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	4	14 828	746	167	26	—	—
44422	Nursery & garden centers	4	14 828	746	167	26	—	—
444220	Nursery & garden centers	4	14 828	746	167	26	—	—
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	2 224	153	32	18	D	—
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF DODGE COUNTY, NE								
44-45	Retail trade	36	38 771	2 959	656	220	23.1	22.9
441	Motor vehicle & parts dealers	6	11 605	1 083	250	64	15.5	66.9
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	10 658	834	155	32	6.0	—
4442	Lawn & garden equipment & supplies stores	4	D	D	D	a	D	D
44422	Nursery & garden centers	4	D	D	D	a	D	D
444220	Nursery & garden centers	4	D	D	D	a	D	D
445	Food & beverage stores	6	D	D	D	b	D	D
446	Health & personal care stores	3	1 194	137	35	11	32.7	67.3
447	Gasoline stations	7	9 608	460	103	54	30.7	—
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF DOUGLAS COUNTY, NE								
44-45	Retail trade	105	110 616	12 658	2 976	863	18.5	6.8
441	Motor vehicle & parts dealers	11	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
441222	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	5	D	D	D	b	D	D
443	Electronics & appliance stores	4	D	D	D	b	D	D
4431	Electronics & appliance stores	4	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores	2	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	1	D	D	D	a	D	D
44312	Computer & software stores	2	D	D	D	a	D	D
443120	Computer & software stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	16	D	D	D	c	D	D
4441	Building material & supplies dealers	11	D	D	D	b	D	D
44412	Paint & wallpaper stores	2	D	D	D	a	D	D
444120	Paint & wallpaper stores	2	D	D	D	a	D	D
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	5	5 995	719	88	24	—	—
44422	Nursery & garden centers	5	5 995	719	88	24	—	—
444220	Nursery & garden centers	5	5 995	719	88	24	—	—
445	Food & beverage stores	12	D	D	D	e	D	D
4451	Grocery stores	10	D	D	D	e	D	D
446	Health & personal care stores	7	D	D	D	b	D	D
447	Gasoline stations	18	D	D	D	c	D	D
4471	Gasoline stations	18	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	17	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	17	D	D	D	c	D	D
448	Clothing & clothing accessories stores	5	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	8	D	D	D	a	D	D
4512	Book, periodical, & music stores	4	D	D	D	a	D	D
45121	Book stores & news dealers	4	D	D	D	a	D	D
4512113	College book stores	2	D	D	D	a	D	D
451212	News dealers & newsstands	1	D	D	D	a	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4533	Used merchandise stores	1	D	D	D	a	D	D
45331	Used merchandise stores	1	D	D	D	a	D	D
453310	Used merchandise stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	10	D	D	D	b	D	D
4541	Electronic shopping & mail-order houses	1	D	D	D	a	D	D
45411	Electronic shopping & mail-order houses	1	D	D	D	a	D	D
454110	Electronic shopping & mail-order houses	1	D	D	D	a	D	D
BALANCE OF DUNDY COUNTY, NE								
44-45	Retail trade	17	15 727	1 350	309	84	14.3	7.4
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	6 279	627	140	31	1.4	—
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	2	D	D	D	b	D	D
444220	Nursery & garden centers	2	D	D	D	b	D	D
445	Food & beverage stores	4	2 425	198	50	20	61.1	38.9
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	3 671	246	56	17	D	—
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D

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

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							From administrative records ¹	Estimated ²
BALANCE OF FILLMORE COUNTY, NE								
44-45	Retail trade	38	30 545	2 499	577	229	59.6	3.6
441	Motor vehicle & parts dealers	6	9 738	545	131	34	78.3	8.0
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	4 764	259	59	18	—	—
445	Food & beverage stores	7	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	8	4 892	272	75	36	47.0	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	1 707	177	39	18	—	—
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF FRANKLIN COUNTY, NE								
44-45	Retail trade	23	13 043	1 202	276	97	41.9	.2
441	Motor vehicle & parts dealers	4	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	1 591	117	27	8	9.7	1.8
445	Food & beverage stores	3	4 545	443	107	31	D	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	5	4 205	304	73	29	7.6	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
BALANCE OF FRONTIER COUNTY, NE								
44-45	Retail trade	17	6 270	624	149	78	70.6	16.0
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	6	D	D	D	b	D	D
447	Gasoline stations	4	2 045	244	57	27	58.9	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF FURNAS COUNTY, NE								
44-45	Retail trade	41	55 221	3 998	912	285	12.0	45.8
441	Motor vehicle & parts dealers	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	19 446	1 350	286	80	8.6	60.7
4441	Building material & supplies dealers	5	2 097	193	43	22	79.6	20.4
4442	Lawn & garden equipment & supplies stores	3	17 349	1 157	243	58	—	65.6
44422	Nursery & garden centers	3	17 349	1 157	243	58	—	65.6
444220	Nursery & garden centers	3	17 349	1 157	243	58	—	65.6
445	Food & beverage stores	7	6 297	696	184	77	52.5	29.0
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	9	12 209	773	160	58	5.5	61.2
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	4	411	45	6	5	59.4	—
453	Miscellaneous store retailers	2	D	D	D	a	D	D
BALANCE OF GAGE COUNTY, NE								
44-45	Retail trade	38	23 184	1 675	364	139	57.4	1.2
441	Motor vehicle & parts dealers	4	1 635	113	32	11	67.1	—
444	Building material & garden equipment & supplies dealers	10	10 238	747	153	39	55.9	.9
4442	Lawn & garden equipment & supplies stores	4	5 830	486	103	21	35.6	—
44422	Nursery & garden centers	4	5 830	486	103	21	35.6	—
444220	Nursery & garden centers	4	5 830	486	103	21	35.6	—
445	Food & beverage stores	10	3 386	271	62	34	86.4	—
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	7	4 596	250	44	28	61.5	4.0
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
BALANCE OF GARDEN COUNTY, NE								
44-45	Retail trade	15	9 638	929	203	80	35.0	5.9
444	Building material & garden equipment & supplies dealers	4	3 311	303	63	18	28.6	—
445	Food & beverage stores	4	2 841	207	45	29	81.6	18.4
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

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

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF GARFIELD COUNTY, NE								
44-45	Retail trade	26	32 983	1 822	437	135	16.4	.3
441	Motor vehicle & parts dealers	4	968	172	42	12	24.5	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	21 844	758	186	43	6.0	—
4441	Building material & supplies dealers	4	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	2	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	5 106	345	90	26	—	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF GOSPER COUNTY, NE								
44-45	Retail trade	5	1 973	112	30	17	38.1	5.3
445	Food & beverage stores	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
BALANCE OF GRANT COUNTY, NE								
44-45	Retail trade	6	2 927	362	84	41	4.7	11.5
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
BALANCE OF GREELEY COUNTY, NE								
44-45	Retail trade	19	32 767	1 929	381	111	16.4	2.1
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
44422	Nursery & garden centers	4	D	D	D	b	D	D
444220	Nursery & garden centers	4	D	D	D	b	D	D
445	Food & beverage stores	5	2 139	151	36	24	97.2	2.8
447	Gasoline stations	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF HALL COUNTY, NE								
44-45	Retail trade	40	63 592	5 657	1 449	390	4.8	4.8
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	16	23 825	2 403	664	106	3.6	1.2
4442	Lawn & garden equipment & supplies stores	11	D	D	D	b	D	D
44422	Nursery & garden centers	10	D	D	D	b	D	D
444220	Nursery & garden centers	10	D	D	D	b	D	D
445	Food & beverage stores	3	1 136	106	25	11	D	35.8
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	7	25 624	1 545	382	115	4.5	5.1
4471	Gasoline stations	7	25 624	1 545	382	115	4.5	5.1
44719	Other gasoline stations	3	D	D	D	b	D	D
447190	Other gasoline stations	3	D	D	D	b	D	D
448	Clothing & clothing accessories stores	4	3 569	365	99	32	—	29.6
451	Sporting goods, hobby, book, & music stores	2	D	D	D	b	D	D
45121	Book stores & news dealers	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	346	21	5	4	93.1	6.9
BALANCE OF HAMILTON COUNTY, NE								
44-45	Retail trade	10	6 237	629	135	45	55.0	16.9
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF HARLAN COUNTY, NE								
44-45	Retail trade	20	17 020	1 259	306	103	78.5	.3
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	897	100	27	10	100.0	—
445	Food & beverage stores	3	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	2 696	172	40	15	—	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF HAYES COUNTY, NE								
44-45	Retail trade	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF HITCHCOCK COUNTY, NE								
44-45	Retail trade	14	18 183	1 322	292	93	25.8	1.8
444	Building material & garden equipment & supplies dealers	3	10 631	763	163	43	D	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	b	D	D
44422	Nursery & garden centers	2	D	D	D	b	D	D
444220	Nursery & garden centers	2	D	D	D	b	D	D
445	Food & beverage stores	4	2 689	188	46	19	69.5	—
447	Gasoline stations	3	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
454	Nonstore retailers	3	2 341	217	48	13	D	14.3
BALANCE OF HOLT COUNTY, NE								
44-45	Retail trade	44	43 355	3 255	722	221	19.4	29.7
441	Motor vehicle & parts dealers	10	10 964	698	146	43	16.8	50.2
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	3	693	38	15	5	D	40.1
444	Building material & garden equipment & supplies dealers	9	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
44422	Nursery & garden centers	4	D	D	D	b	D	D
444220	Nursery & garden centers	4	D	D	D	b	D	D
445	Food & beverage stores	7	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
4461	Health & personal care stores	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	1	D	D	D	a	D	D
447	Gasoline stations	7	4 994	266	63	26	41.4	19.1
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF HOOKER COUNTY, NE								
44-45	Retail trade	8	4 115	502	116	43	36.4	5.2
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF HOWARD COUNTY, NE								
44-45	Retail trade	38	25 098	2 835	672	210	20.7	7.4
441	Motor vehicle & parts dealers	3	3 038	421	100	19	—	23.1
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	8 424	881	195	57	8.3	—
4441	Building material & supplies dealers	5	3 037	375	77	30	23.0	—
4442	Lawn & garden equipment & supplies stores	3	5 387	506	118	27	—	—
44422	Nursery & garden centers	3	5 387	506	118	27	—	—
444220	Nursery & garden centers	3	5 387	506	118	27	—	—
445	Food & beverage stores	5	2 084	317	82	34	66.7	33.3
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	5 604	403	91	36	13.8	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	3	977	92	21	9	D	—
453	Miscellaneous store retailers	3	92	25	5	4	38.0	62.0
454	Nonstore retailers	4	D	D	D	a	D	D
BALANCE OF JEFFERSON COUNTY, NE								
44-45	Retail trade	10	9 486	1 135	268	63	60.6	—
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	D	D	D	b	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
4533	Used merchandise stores	1	D	D	D	a	D	D
45331	Used merchandise stores	1	D	D	D	a	D	D
453310	Used merchandise stores	1	D	D	D	a	D	D
BALANCE OF JOHNSON COUNTY, NE								
44-45	Retail trade	34	29 124	2 582	613	196	63.5	10.4
441	Motor vehicle & parts dealers	4	12 933	917	258	39	96.1	3.9
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	2 150	322	70	18	76.2	—
4441	Building material & supplies dealers	5	D	D	D	a	D	D
445	Food & beverage stores	5	4 605	463	99	47	36.4	6.2
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	5 643	414	88	48	19.0	32.7
448	Clothing & clothing accessories stores	3	221	35	9	6	D	61.5
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	269	31	7	6	D	—
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF KEARNEY COUNTY, NE								
44-45	Retail trade	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
BALANCE OF KEITH COUNTY, NE								
44-45	Retail trade	10	7 320	743	157	51	9.9	15.9
444	Building material & garden equipment & supplies dealers	3	1 568	335	69	18	—	—
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF KEYA PAHA COUNTY, NE								
44-45	Retail trade	6	2 071	185	44	12	77.1	—
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	3	714	59	12	5	100.0	—
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF KIMBALL COUNTY, NE								
44-45	Retail trade	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
BALANCE OF KNOX COUNTY, NE								
44-45	Retail trade	73	61 346	4 492	1 036	373	30.9	2.2
441	Motor vehicle & parts dealers	11	19 661	1 085	264	73	15.3	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	17	16 323	1 151	292	59	5.1	—
4441	Building material & supplies dealers	10	4 121	512	144	33	20.3	—
4442	Lawn & garden equipment & supplies stores	7	12 202	639	148	26	—	—
44422	Nursery & garden centers	7	12 202	639	148	26	—	—
444220	Nursery & garden centers	7	12 202	639	148	26	—	—
445	Food & beverage stores	15	9 801	818	181	110	93.8	5.2
446	Health & personal care stores	3	1 639	138	34	18	82.8	17.2
447	Gasoline stations	12	7 188	400	63	45	25.0	7.6
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	1 668	165	36	25	15.3	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	5	4 253	600	138	29	44.2	—
4543	Direct selling establishments	5	4 253	600	138	29	44.2	—
454312	Liquefied petroleum gas (bottled gas) dealers	5	4 253	600	138	29	44.2	—

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
BALANCE OF LANCASTER COUNTY, NE								
44-45	Retail trade	44	72 908	6 766	1 371	408	8.8	24.5
441	Motor vehicle & parts dealers	5	20 781	1 867	249	51	.6	77.1
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	11 920	1 081	232	64	1.9	—
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	5	D	D	D	b	D	D
44421	Outdoor power equipment stores	1	D	D	D	a	D	D
444210	Outdoor power equipment stores	1	D	D	D	a	D	D
445	Food & beverage stores	6	4 694	477	101	55	83.1	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	14	28 945	2 352	577	173	5.9	6.2
4471	Gasoline stations	14	28 945	2 352	577	173	5.9	6.2
44711	Gasoline stations with convenience stores	9	9 584	939	232	73	2.6	18.7
447110	Gasoline stations with convenience stores	9	9 584	939	232	73	2.6	18.7
44719	Other gasoline stations	5	19 361	1 413	345	100	7.5	—
447190	Other gasoline stations	5	19 361	1 413	345	100	7.5	—
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers	4	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	a	D	D
BALANCE OF LINCOLN COUNTY, NE								
44-45	Retail trade	26	26 311	2 168	442	136	16.1	.5
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	7	D	D	D	b	D	D
44422	Nursery & garden centers	7	D	D	D	b	D	D
444220	Nursery & garden centers	7	D	D	D	b	D	D
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	1 974	222	46	19	18.3	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
BALANCE OF LOGAN COUNTY, NE								
44-45	Retail trade	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
BALANCE OF LOUP COUNTY, NE								
44-45	Retail trade	3	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF MCPHERSON COUNTY, NE								
44-45	Retail trade	2	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
BALANCE OF MADISON COUNTY, NE								
44-45	Retail trade	44	76 824	4 480	957	301	9.9	3.9
441	Motor vehicle & parts dealers	6	D	D	D	b	D	D
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	15	17 483	1 860	369	83	5.0	—
4441	Building material & supplies dealers	11	D	D	D	b	D	D
44419	Other building material dealers	9	16 257	1 710	329	60	2.2	—
444190	Other building material dealers	9	16 257	1 710	329	60	2.2	—
445	Food & beverage stores	7	7 969	861	198	105	40.4	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	6 049	546	120	49	32.1	40.9
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
4543	Direct selling establishments	1	D	D	D	a	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
BALANCE OF MERRICK COUNTY, NE								
44-45	Retail trade	14	10 366	989	224	80	43.8	—
444	Building material & garden equipment & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	a	D	D
447	Gasoline stations	6	4 553	345	77	29	15.6	—
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	b	D	D
BALANCE OF MORRILL COUNTY, NE								
44-45	Retail trade	23	23 913	2 013	460	162	22.5	.7
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	4	6 538	591	148	62	55.9	—
447	Gasoline stations	4	2 010	133	27	16	—	—
452	General merchandise stores	3	2 404	230	51	31	D	—
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	5	4 701	363	96	26	—	—
4543	Direct selling establishments	4	D	D	D	a	D	D
454311	Heating oil dealers	2	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF NANCE COUNTY, NE								
44-45	Retail trade	21	14 849	1 214	295	111	35.9	4.1
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	5 326	374	92	19	19.4	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	3	3 700	314	78	34	100.0	—
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	8	4 529	429	102	43	4.7	13.3
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
BALANCE OF NEMAHA COUNTY, NE								
44-45	Retail trade	10	6 117	524	111	42	41.7	—
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	4	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
BALANCE OF NUCKOLLS COUNTY, NE								
44-45	Retail trade	40	43 151	3 740	879	284	34.2	3.3
441	Motor vehicle & parts dealers	6	11 256	621	151	38	84.2	—
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	9 712	874	163	42	8.2	—
4442	Lawn & garden equipment & supplies stores	4	8 413	739	133	29	—	—
44422	Nursery & garden centers	4	8 413	739	133	29	—	—
444220	Nursery & garden centers	4	8 413	739	133	29	—	—
445	Food & beverage stores	9	8 184	890	211	81	33.9	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	4 970	418	99	40	17.6	28.9
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	3	362	25	6	10	D	—

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							From administrative records ¹	Estimated ²
BALANCE OF OTOE COUNTY, NE								
44-45	Retail trade	25	21 663	1 775	441	110	31.3	7.9
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	4 777	523	124	23	—	—
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	4	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	4 163	251	62	18	65.1	32.1
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
BALANCE OF PAWNEE COUNTY, NE								
44-45	Retail trade	12	7 139	600	137	53	72.4	1.1
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	1 347	207	47	18	D	—
445	Food & beverage stores	4	391	62	16	8	100.0	—
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	a	D	D
BALANCE OF PERKINS COUNTY, NE								
44-45	Retail trade	18	12 397	1 210	268	92	40.8	.1
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	6 677	604	119	34	—	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	1 213	174	58	21	74.9	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF PHELPS COUNTY, NE								
44-45	Retail trade	12	6 598	457	93	45	38.1	2.8
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
4543	Direct selling establishments	3	D	D	D	a	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF PIERCE COUNTY, NE								
44-45	Retail trade	51	45 131	3 559	778	312	26.0	8.0
441	Motor vehicle & parts dealers	7	9 425	641	129	24	13.3	4.8
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	14	17 783	1 344	307	75	13.1	7.3
4441	Building material & supplies dealers	8	3 635	462	109	27	62.9	—
4442	Lawn & garden equipment & supplies stores	6	14 148	882	198	48	.3	9.1
44422	Nursery & garden centers	6	14 148	882	198	48	.3	9.1
444220	Nursery & garden centers	6	14 148	882	198	48	.3	9.1
445	Food & beverage stores	8	5 422	426	97	73	39.7	17.8
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	11	10 051	837	179	111	47.6	8.2
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
BALANCE OF PLATTE COUNTY, NE								
44-45	Retail trade	34	36 975	2 533	573	220	16.1	21.2
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	12	22 262	1 256	284	58	7.0	24.9
4442	Lawn & garden equipment & supplies stores	7	20 066	1 038	225	48	—	27.6
44422	Nursery & garden centers	7	20 066	1 038	225	48	—	27.6
444220	Nursery & garden centers	7	20 066	1 038	225	48	—	27.6
445	Food & beverage stores	4	1 589	242	63	34	45.2	—
447	Gasoline stations	9	8 691	635	147	100	20.0	—
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF POLK COUNTY, NE								
44-45	Retail trade	24	23 813	1 703	410	126	65.0	5.4
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	5 034	473	113	25	4.7	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	4	D	D	D	b	D	D
446	Health & personal care stores	3	1 282	90	19	11	D	—
447	Gasoline stations	4	5 162	239	54	18	75.2	24.8
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF RED WILLOW COUNTY, NE								
44-45	Retail trade	11	18 164	1 289	288	80	12.1	70.5
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	5	D	D	D	b	D	D
44422	Nursery & garden centers	5	D	D	D	b	D	D
444220	Nursery & garden centers	5	D	D	D	b	D	D
447	Gasoline stations	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF RICHARDSON COUNTY, NE								
44-45	Retail trade	20	9 737	770	149	65	33.4	9.7
441	Motor vehicle & parts dealers	6	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	4 745	479	89	30	—	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF ROCK COUNTY, NE								
44-45	Retail trade	10	6 359	646	146	57	5.8	38.7
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	2	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	b	D	D
447	Gasoline stations	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF SALINE COUNTY, NE								
44-45	Retail trade	31	38 453	3 074	652	173	25.4	12.2
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	6 232	553	138	23	2.0	—
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	12	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	3 650	270	68	30	15.3	38.0

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF SARPY COUNTY, NE								
44-45	Retail trade	86	112 958	9 635	2 297	679	8.9	4.7
441	Motor vehicle & parts dealers	3	D	D	D	a	D	D
442	Furniture & home furnishings stores	10	D	D	D	b	D	D
4422	Home furnishings stores	9	D	D	D	b	D	D
44229	Other home furnishings stores	9	D	D	D	b	D	D
442299	All other home furnishings stores	8	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
44312	Computer & software stores	1	D	D	D	a	D	D
443120	Computer & software stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44421	Outdoor power equipment stores	1	D	D	D	b	D	D
444210	Outdoor power equipment stores	1	D	D	D	b	D	D
445	Food & beverage stores	4	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	16	D	D	D	c	D	D
4471	Gasoline stations	16	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	12	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	b	D	D
44719	Other gasoline stations	4	D	D	D	b	D	D
447190	Other gasoline stations	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores	26	D	D	D	c	D	D
4481	Clothing stores	17	D	D	D	c	D	D
44819	Other clothing stores	4	1 661	170	31	26	-	-
448190	Other clothing stores	4	1 661	170	31	26	-	-
4482102	Women's shoe stores	2	D	D	D	a	D	D
44832	Luggage & leather goods stores	3	D	D	D	a	D	D
448320	Luggage & leather goods stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	4	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	1	D	D	D	a	D	D
45112	Hobby, toy, & game stores	1	D	D	D	a	D	D
451120	Hobby, toy, & game stores	1	D	D	D	a	D	D
4512	Book, periodical, & music stores	3	D	D	D	b	D	D
45121	Book stores & news dealers	2	D	D	D	b	D	D
451211	Book stores	2	D	D	D	b	D	D
4512111	Book stores, general	2	D	D	D	b	D	D
453	Miscellaneous store retailers	11	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	b	D	D
45331	Used merchandise stores	2	D	D	D	b	D	D
453310	Used merchandise stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	b	D	D
454	Nonstore retailers	4	D	D	D	b	D	D
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D
BALANCE OF SAUNDERS COUNTY, NE								
44-45	Retail trade	43	60 756	4 680	1 075	337	41.6	3.0
441	Motor vehicle & parts dealers	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	b	D	D
44211	Furniture stores	1	D	D	D	b	D	D
442110	Furniture stores	1	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	6	2 215	246	55	24	15.3	-
445	Food & beverage stores	12	11 288	834	189	103	24.1	.7
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	9	8 356	670	168	72	9.8	13.5
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	4	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF SCOTTS BLUFF COUNTY, NE								
44-45	Retail trade	37	35 082	4 187	952	252	20.1	1.7
441	Motor vehicle & parts dealers	8	11 727	1 325	302	74	15.9	—
44131	Automotive parts & accessories stores	2	D	D	D	b	D	D
441310	Automotive parts & accessories stores	2	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	10 030	1 187	267	65	4.5	—
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	5	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	7	5 955	638	161	58	20.7	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
4543	Direct selling establishments	1	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D
BALANCE OF SEWARD COUNTY, NE								
44-45	Retail trade	22	21 371	1 568	343	115	74.1	3.6
441	Motor vehicle & parts dealers	4	D	D	D	b	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	3	1 572	244	47	12	D	—
445	Food & beverage stores	4	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	6 410	514	99	43	26.0	11.9
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
BALANCE OF SHERIDAN COUNTY, NE								
44-45	Retail trade	58	56 889	4 415	1 026	397	35.7	14.8
441	Motor vehicle & parts dealers	11	13 184	775	198	59	61.7	16.2
442	Furniture & home furnishings stores	3	1 408	130	22	10	D	—
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	7 642	501	100	30	44.8	4.9
4441	Building material & supplies dealers	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	15	14 256	1 308	308	154	32.6	40.8
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	8 424	431	96	38	6.3	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	3	5 111	525	116	49	D	—
45299	All other general merchandise stores	3	5 111	525	116	49	D	—
452990	All other general merchandise stores	3	5 111	525	116	49	D	—
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF SHERIDAN COUNTY, NE—								
Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF SHERMAN COUNTY, NE								
44-45	Retail trade	18	17 788	1 206	243	84	18.0	17.0
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	6 591	495	103	24	15.4	8.3
4441	Building material & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	3	1 821	165	14	5	D	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
BALANCE OF SIOUX COUNTY, NE								
44-45	Retail trade	5	2 152	182	41	17	95.4	—
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF STANTON COUNTY, NE								
44-45	Retail trade	13	8 249	801	144	59	13.1	21.4
441	Motor vehicle & parts dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	1 500	310	23	10	17.4	—
445	Food & beverage stores	3	1 517	92	27	18	D	—
447	Gasoline stations	3	2 254	133	31	15	D	—
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF THAYER COUNTY, NE								
44-45	Retail trade	45	44 183	3 531	843	285	33.5	1.2
441	Motor vehicle & parts dealers	7	8 973	565	151	39	48.8	—
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	7	13 339	1 190	292	66	18.4	—
4441	Building material & supplies dealers	4	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	12	7 049	602	140	75	72.5	5.9
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	7	8 814	568	130	59	—	1.0
448	Clothing & clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF THOMAS COUNTY, NE								
44-45	Retail trade	6	4 177	296	61	27	86.1	7.8
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	3	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF THURSTON COUNTY, NE								
44-45	Retail trade	29	42 448	3 096	782	239	28.6	3.0
441	Motor vehicle & parts dealers	4	7 037	540	127	26	38.4	—
444	Building material & garden equipment & supplies dealers	7	D	D	D	b	D	D
4441	Building material & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	4	11 603	798	283	40	—	—
44422	Nursery & garden centers	4	11 603	798	283	40	—	—
444220	Nursery & garden centers	4	11 603	798	283	40	—	—
445	Food & beverage stores	5	D	D	D	b	D	D
446	Health & personal care stores	4	D	D	D	a	D	D
447	Gasoline stations	8	12 784	923	193	95	52.8	2.0
453	Miscellaneous store retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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							From administrative records ¹	Estimated ²
BALANCE OF VALLEY COUNTY, NE								
44-45	Retail trade	38	27 284	2 910	629	226	34.0	2.6
441	Motor vehicle & parts dealers	3	2 893	277	66	16	D	—
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	9	3 554	479	72	17	40.1	3.6
445	Food & beverage stores	3	4 980	448	112	45	D	—
446	Health & personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	9	6 577	475	99	45	33.3	4.1
448	Clothing & clothing accessories stores	3	D	D	D	b	D	D
452	General merchandise stores	4	4 199	449	92	47	12.7	—
45299	All other general merchandise stores	4	4 199	449	92	47	12.7	—
452990	All other general merchandise stores	4	4 199	449	92	47	12.7	—
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF WASHINGTON COUNTY, NE								
44-45	Retail trade	13	9 095	753	188	58	19.7	1.6
444	Building material & garden equipment & supplies dealers	6	6 010	492	125	26	2.1	—
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
44422	Nursery & garden centers	3	D	D	D	a	D	D
444220	Nursery & garden centers	3	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
BALANCE OF WAYNE COUNTY, NE								
44-45	Retail trade	8	7 979	527	98	25	9.4	7.3
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF WEBSTER COUNTY, NE								
44-45	Retail trade	22	21 323	2 021	535	143	36.7	1.1
441	Motor vehicle & parts dealers	4	5 467	224	54	20	89.8	4.4
444	Building material & garden equipment & supplies dealers	6	7 953	1 011	246	46	—	—
4441	Building material & supplies dealers	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	b	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	4	3 636	381	93	28	37.7	—
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	2 990	219	55	32	24.8	—
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
BALANCE OF WHEELER COUNTY, NE								
44-45	Retail trade	4	1 708	126	29	16	92.2	—
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
BALANCE OF YORK COUNTY, NE								
44-45	Retail trade	16	24 440	1 422	305	93	19.4	4.0
441	Motor vehicle & parts dealers	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	9 889	624	125	36	13.3	—
4442	Lawn & garden equipment & supplies stores	2	D	D	D	b	D	D
44422	Nursery & garden centers	2	D	D	D	b	D	D
444220	Nursery & garden centers	2	D	D	D	b	D	D
445	Food & beverage stores	3	D	D	D	a	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	10 779	350	89	29	9.6	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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

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

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

Appendix A.

Explanation of Terms

ANNUAL PAYROLL (\$1,000)

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

FIRST-QUARTER PAYROLL (\$1,000)

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

NUMBER OF ESTABLISHMENTS

An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Each retail trade establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 1997.

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

RETAIL TRADE

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

NUMBER OF PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

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

SALES (\$1,000)

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

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

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

**SALES, RECEIPTS, OR REVENUE ESTIMATED
(PERCENT)**

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

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

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

Appendix B.

NAICS Codes, Titles, and Descriptions

44-45 RETAIL TRADE

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

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

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

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

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

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

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

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

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

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

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

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

441 Motor Vehicle and Parts Dealers

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

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

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

4411 Automobile Dealers

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

44111 New Car Dealers

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

441110 New Car Dealers

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

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

5511 Motor vehicle dealers (new and used)

44112 Used Car Dealers

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

441120 Used Car Dealers

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

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

5521 Motor vehicle dealers (used only)

4412 Other Motor Vehicle Dealers

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

44121 Recreational Vehicle Dealers

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

441210 Recreational Vehicle Dealers

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

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

5561 Recreational vehicle dealers

44122 Motorcycle, Boat, and Other Motor Vehicle Dealers

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

441221 Motorcycle Dealers

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

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

5571 Motorcycle dealers

441222 Boat Dealers

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

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

5551 Boat dealers

441229 All Other Motor Vehicle Dealers

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

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

5599 Automotive dealers, not elsewhere classified

4413 Automotive Parts, Accessories, and Tire Stores

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

44131 Automotive Parts and Accessories Stores

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

441310 Automotive Parts and Accessories Stores

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

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

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

5531 (pt) Auto supplies stores

5731 (pt) Automotive radio stores

4413101 Auto Supplies Stores

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

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

4413102 Automotive Radio Stores

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

4413103 Motor Vehicle Supplies and New Parts Jobbers (Retail)

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

44132 Tire Dealers

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

441320 Tire Dealers

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

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

5014 (pt) Tire and tube merchants (retail)

5531 (pt) New tire dealers

4413201 New Tire Dealers

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

4413202 Tire and Tube Merchants (Retail)

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

442 Furniture and Home Furnishings Stores

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

4421 Furniture Stores

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

44211 Furniture Stores

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

442110 Furniture Stores

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

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

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

4421101 Furniture Stores, Except Custom

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

4421102 Furniture Warehouse Showrooms

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

4421103 Sleep Shop and Waterbed Stores

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

4421104 Specialty Furniture Stores, Except Custom

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

44211041 Specialty Furniture Stores, Except Custom

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

44211042 Office and Business Furniture Merchants (Retail)

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

4422 Home Furnishings Stores

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

44221 Floor Covering Stores

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

442210 Floor Covering Stores

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

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

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

4422101 Floor Covering Stores

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

4422102 Floor Covering Merchants (Retail)

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

44229 Other Home Furnishings Stores

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

442291 Window Treatment Stores

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

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

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

4422911 Drapery and Curtain Stores, Except Custom

Establishments primarily engaged in retailing packaged draperies and curtains.

4422912 Blind and Shade Stores

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

442299 All Other Home Furnishings Stores

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

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

- 5719 (pt) All other home furnishings stores

443 Electronics and Appliance Stores

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

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

4431 Electronics and Appliance Stores

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

44311 Appliance, Television, and Other Electronics Stores

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

443111 Household Appliance Stores

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

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

- 5722 Household appliance stores

443112 Radio, Television, and Other Electronics Stores

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

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

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

4431121 Typewriter Shops

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

4431122 Telephone Stores

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

4431123 Other Radio, Television, and Electronics Stores

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

44312 Computer and Software Stores

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

443120 Computer and Software Stores

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

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

5045 (pt) Computer and peripheral equipment merchants (retail)

5045 (pt) Computer software merchants (retail)

5734 (pt) Computer stores

5734 (pt) Computer stores (custom assembly)

5734 (pt) Computer software stores

4431201 Computer Stores (Custom Assembly)

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

4431202 Other Computer Stores

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

44312021 Computer Stores

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

44312022 Computer and Peripheral Equipment Merchants (Retail)

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

4431203 Prepackaged Software Stores

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

44312031 Computer Software Stores

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

44312032 Computer Software Merchants (Retail)

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

44313 Camera and Photographic Supplies Stores

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

443130 Camera and Photographic Supplies Stores

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

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

5946 Camera and photographic supply stores

444 Building Material and Garden Equipment and Supplies Dealers

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

4441 Building Material and Supplies Dealers

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

44411 Home Centers

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

444110 Home Centers

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

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

5211 (pt) Home centers

44412 Paint and Wallpaper Stores

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

444120 Paint and Wallpaper Stores

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

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

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

5231 (pt) Retail paint and wallpaper stores

4441201 Retail Paint and Wallpaper Stores

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

4441202 Paint, Varnish, and Supplies Merchants (Retail)

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

44413 Hardware Stores

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

444130 Hardware Stores

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

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

5251 Hardware stores

44419 Other Building Material Dealers

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

444190 Other Building Material Dealers

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

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

5031 (pt) Lumber merchants with yard (retail)

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

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

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

4441901 Retail Lumber Yards

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

44419011 Retail Lumber Yards

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

44419012 Lumber Merchants With Yard (Retail)

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

4441902 All Other Building Material Dealers

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

44419021 Retail Glass Dealers

Establishments primarily engaged in retailing glass, including mirrored glass.

44419022 Flat Glass and Other Construction Glass Merchants (Retail)

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

44419023 Retail Building Material Dealers

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

44419024 Plywood, Veneer, and Millwork Merchants (Retail)

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

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

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

44419026 Sand, Gravel, and Stone Merchants (Retail)

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

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

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

44419028 Roofing, Siding, and Insulation Merchants (Retail)

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

44419029 Other Building Material Merchants (Retail)

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

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

4441902a Electrical Supplies Stores (Retail)

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

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

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

4442 Lawn and Garden Equipment and Supplies Stores

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

44421 Outdoor Power Equipment Stores

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

444210 Outdoor Power Equipment Stores

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

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

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

4442101 Outdoor Power Equipment Stores

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

4442102 Lawn and Garden Machinery and Equipment Dealers (Retail)

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

44422 Nursery and Garden Centers

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

444220 Nursery and Garden Centers

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

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

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

4442201 Nursery and Garden Centers

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

4442202 Farm Supplies Dealers (Retail)

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

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

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

445 Food and Beverage Stores

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

4451 Grocery Stores

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

44511 Supermarkets and Other Grocery (except Convenience) Stores

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

445110 Supermarkets and Other Grocery (except Convenience) Stores

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

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

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

4451101 Supermarkets and Grocery Stores

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

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

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

44512 Convenience Stores

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

445120 Convenience Stores

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

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

- 5411 (pt) Convenience stores

4452 Specialty Food Stores

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

44521 Meat Markets

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

445210 Meat Markets

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

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

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

4452101 Meat Markets

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

4452102 Delicatessens, Primarily Selling Fresh and Prepared Meats

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

44522 Fish and Seafood Markets

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

445220 Fish and Seafood Markets

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

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

5421 (pt) Fish and seafood markets

44523 Fruit and Vegetable Markets

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

445230 Fruit and Vegetable Markets

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

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

5431 Fruit and vegetable markets

44529 Other Specialty Food Stores

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

445291 Baked Goods Stores

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

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

5461 (pt) Baked goods stores

445292 Confectionery and Nut Stores

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

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

5441 (pt) Confectionery and nut stores

445299 All Other Specialty Food Stores

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

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

5451 Dairy products stores

5499 (pt) Miscellaneous food stores

4452991 Miscellaneous Food Stores

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

4452992 Dairy Products Stores

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

4453 Beer, Wine, and Liquor Stores

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

44531 Beer, Wine, and Liquor Stores

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

445310 Beer, Wine, and Liquor Stores

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

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

5921 Liquor stores

446 Health and Personal Care Stores

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

4461 Health and Personal Care Stores

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

44611 Pharmacies and Drug Stores

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

446110 Pharmacies and Drug Stores

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

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

5912 (pt) Pharmacies and drug stores

5912 (pt) Proprietary stores

4461101 Pharmacies and Drug Stores

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

4461102 Proprietary Stores

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

44612 Cosmetics, Beauty Supplies, and Perfume Stores

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

446120 Cosmetics, Beauty Supplies, and Perfume Stores

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

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

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

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

4461201 Cosmetics, Beauty Supplies, and Perfume Stores

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

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

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

44613 Optical Goods Stores

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

446130 Optical Goods Stores

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

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

5995 Optical goods stores

44619 Other Health and Personal Care Stores

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

446191 Food (Health) Supplement Stores

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

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

5499 (pt) Food (health) supplement stores

446199 All Other Health and Personal Care Stores

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

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

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

5999 (pt) Health care stores

4461991 Health Care Stores

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

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

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

447 Gasoline Stations

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

4471 Gasoline Stations

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

44711 Gasoline Stations with Convenience Stores

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

447110 Gasoline Stations with Convenience Stores

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

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

5411 (pt) Convenience stores selling gasoline

5541 (pt) Gasoline stations with convenience stores

4471101 Convenience Stores Selling Gasoline

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

4471102 Gasoline Stations With Convenience Stores

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

44719 Other Gasoline Stations

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

447190 Other Gasoline Stations

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

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

5541 (pt) Gasoline stations with no convenience stores

5541 (pt) Truck stops

4471901 Gasoline Stations With No Convenience Stores

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

4471902 Truck Stops

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

448 Clothing and Clothing Accessories Stores

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

4481 Clothing Stores

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

44811 Men's Clothing Stores

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

448110 Men's Clothing Stores

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

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

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

44812 Women's Clothing Stores

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

448120 Women's Clothing Stores

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

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

5621 Women's clothing stores

44813 Children's and Infants' Clothing Stores

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

448130 Children's and Infants' Clothing Stores

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

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

5641 Children's and infants' wear stores

44814 Family Clothing Stores

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

448140 Family Clothing Stores

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

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

5651 Family clothing stores

44815 Clothing Accessories Stores

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

448150 Clothing Accessories Stores

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

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

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

4481501 Women's Accessory Stores

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

4481502 Miscellaneous Accessory Stores

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

44819 Other Clothing Stores

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

448190 Other Clothing Stores

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

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

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

4481901 Women's Specialty Stores

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

4481902 Furriers and Fur Shops

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

4481903 Sports Apparel Stores

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

4481904 Miscellaneous Apparel Stores

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

4482 Shoe Stores

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

44821 Shoe Stores

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

448210 Shoe Stores

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

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

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

4482101 Men's Shoe Stores

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

4482102 Women's Shoe Stores

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

4482103 Children's and Juveniles' Shoe Stores

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

4482104 Family Shoe Stores

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

4482105 Athletic Footwear Stores

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

4483 Jewelry, Luggage, and Leather Goods Stores

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

44831 Jewelry Stores

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

448310 Jewelry Stores

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

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

5944 Jewelry stores

44832 Luggage and Leather Goods Stores

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

448320 Luggage and Leather Goods Stores

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

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

5948 Luggage and leather goods stores

451 Sporting Goods, Hobby, Book, and Music Stores

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

4511 Sporting Goods, Hobby, and Musical Instrument Stores

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

45111 Sporting Goods Stores

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

451110 Sporting Goods Stores

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

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

5941 (pt) General-line sporting goods stores

5941 (pt) Other specialty-line sporting goods stores

5941 (pt) Bicycle shops

5941 (pt) Golf shops

5941 (pt) Gun shops

5941 (pt) Ski shops

5941 (pt) Tackle shops

4511101 General-line Sporting Goods Stores

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

4511102 Specialty-line Sporting Goods Stores

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

45111021 Bicycle Shops

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

45111022 Golf Shops

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

45111023 Gun Shops

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

45111024 Ski Shops

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

45111025 Tackle Shops

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

45111026 Other Specialty-line Sporting Goods Stores

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

45112 Hobby, Toy, and Game Stores

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

451120 Hobby, Toy, and Game Stores

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

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

5945 (pt) Hobby, toy, and game stores

5945 (pt) Craft supplies stores

4511201 Hobby, Toy, and Game Stores

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

4511202 Craft Supplies Stores

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

45113 Sewing, Needlework, and Piece Goods Stores

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

451130 Sewing, Needlework, and Piece Goods Stores

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

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

5714 (pt) Upholstery stores

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

5949 (pt) Needlework and knitting stores

4511301 Sewing, Fabric, and Piece Goods Stores

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

4511302 Needlework and Knitting Stores

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

4511303 Upholstery Stores

Establishments primarily engaged in retailing upholstery material and slipcovers.

45114 Musical Instrument and Supplies Stores

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

451140 Musical Instrument and Supplies Stores

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

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

5736 Musical instrument stores

4512 Book, Periodical, and Music Stores

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

45121 Book Stores and News Dealers

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

451211 Book Stores

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

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

5942 (pt) Book stores, general

5942 (pt) Specialty book stores

5942 (pt) College book stores

4512111 Book Stores, General

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

4512112 Specialty Book Stores

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

4512113 College Book Stores

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

451212 News Dealers and Newsstands

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

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

5994 News dealers and newsstands

45122 Prerecorded Tape, Compact Disc, and Record Stores

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

451220 Prerecorded Tape, Compact Disc, and Record Stores

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

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

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

5735 (pt) Video tape stores, retail

4512201 Prerecorded Tape, Compact Disc, and Record Stores

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

4512202 Video Tape Stores, Retail

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

452 General Merchandise Stores

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

4521 Department Stores (Excluding Leased Departments)

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

4521 Department Stores (Including Leased Departments)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

4529 Other General Merchandise Stores

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

45291 Warehouse Clubs and Superstores

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

452910 Warehouse Clubs and Superstores

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

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

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

4529101 Warehouse Clubs

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

4529102 Supermarket/General Merchandise Combination Stores

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

45291021 Supercenters

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

45291022 Supermarket/General Merchandise Combination Stores

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

45299 All Other General Merchandise Stores

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

452990 All Other General Merchandise Stores

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

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

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

4529901 Variety Stores

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

4529902 Catalog Showrooms

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

4529903 Miscellaneous General Merchandise Stores

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

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

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

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

45299032 Other Auto and Home Supplies Stores

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

453 Miscellaneous Store Retailers

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

4531 Florists

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

45311 Florists

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

453110 Florists

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

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

5992 Florists

4532 Office Supplies, Stationery, and Gift Stores

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

45321 Office Supplies and Stationery Stores

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

453210 Office Supplies and Stationery Stores

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

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

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

4532101 Stationery Stores

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

4532102 Office Supplies Stores

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

45321021 Office Supplies Stores

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

45321022 School Supplies Stores (Retail)

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

45321023 Other Office Supplies Stores (Retail)

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

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

45322 Gift, Novelty, and Souvenir Stores

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

453220 Gift, Novelty, and Souvenir Stores

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

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

5947 Gift, novelty, and souvenir shops

4533 Used Merchandise Stores

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

45331 Used Merchandise Stores

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

453310 Used Merchandise Stores

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

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

5932 (pt) Antique stores

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

4533101 Antique Stores

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

4533102 Second-hand Stores, Except Pawn Shops

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

4539 Other Miscellaneous Store Retailers

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

45391 Pet and Pet Supplies Stores

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

453910 Pet and Pet Supplies Stores

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

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

5999 (pt) Pet and pet supplies stores

45392 Art Dealers

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

453920 Art Dealers

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

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

5999 (pt) Art dealers

45393 Manufactured (Mobile) Home Dealers

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

453930 Manufactured (Mobile) Home Dealers

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

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

5271 Mobile home dealers

45399 All Other Miscellaneous Store Retailers

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

453991 Tobacco Stores

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

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

5993 Tobacco stores and stands

453998 All Other Miscellaneous Store Retailers (Except Tobacco Stores)

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

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

5999 (pt) Collectors' items and supplies stores

5999 (pt) Trophy shops

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

4539981 Collectors' Items and Supplies Stores

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

4539982 Trophy Shops

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

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

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

454 Nonstore Retailers

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

4541 Electronic Shopping and Mail-Order Houses

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

45411 Electronic Shopping and Mail-Order Houses

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

454110 Electronic Shopping and Mail-Order Houses

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

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

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

4541101 Mail-order Houses, Department Store Merchandise

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

4541102 Mail-order Houses, Other General Merchandise

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

4541103 Mail-order Houses, Specialized Merchandise

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

4541104 Television Order, Home Shopping

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

4542 Vending Machine Operators

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

45421 Vending Machine Operators

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

454210 Vending Machine Operators

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

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

- 5962 Automatic merchandising machine operators

4543 Direct Selling Establishments

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

45431 Fuel Dealers

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

454311 Heating Oil Dealers

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

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

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

4543111 Heating Oil Dealers

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

4543112 Heating Oil Dealers (Selling for Consumption - Retail)

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

454312 Liquefied Petroleum Gas (Bottled Gas) Dealers

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

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

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

5984 Liquefied petroleum gas (bottled gas) dealers

4543121 Liquefied Petroleum Gas (Bottled Gas) Dealers

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

4543122 Liquefied Petroleum Dealers (Selling for Consumption - Retail)

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

454319 Other Fuel Dealers

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

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

5989 Fuel dealers, not elsewhere classified

45439 Other Direct Selling Establishments

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

454390 Other Direct Selling Establishments

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

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

5421 (pt) Freezer and locker meat provisioners

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

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

5963 (pt) Direct selling, books and magazines

5963 (pt) Direct selling, stationery

5963 (pt) Direct selling, newspapers

5963 (pt) Direct selling, cameras and photographic equipment

5963 (pt) Direct selling, all other merchandise

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

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

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

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

45439012 Direct Selling, Cameras and Photographic Equipment

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

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

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

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

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

45439022 Direct Selling, Books and Magazines

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

45439023 Direct Selling, Newspapers

Establishments primarily engaged in the direct selling of newspapers.

4543903 Direct Selling, Other Merchandise

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

45439031 Direct Selling, Stationery

Establishments primarily engaged in the direct selling of stationery.

45439032 Freezer and Locker Meat Provisioners

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

45439033 Direct Selling, All Other Merchandise

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

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

Appendix C.

Coverage and Methodology

MAIL/NONMAIL UNIVERSE

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

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

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

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

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

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

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

1. The mail universe. Establishments in the mail universe were classified on the basis of their self-designation, sales of merchandise lines, and other industry-specific inquiries.
2. The nonmail universe. Selected small employers were classified on the basis of the most current kind-of-business classification available from one of the Census Bureau’s current sample surveys or the 1992 Economic Census. Otherwise, the classification was obtained from administrative records of other Federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 1997 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a kind-of-business code.

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

RELIABILITY OF DATA

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

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

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

The Census Bureau obtains limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication.

TREATMENT OF NONRESPONSE

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

basic inquiries, which included location, kind of business or operation, sales, payroll, number of employees, and legal form of organization, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report, were available only from the establishments in the mail universe that completed the appropriate inquiries on the questionnaire.

Two methods were used to account for nonresponse to industry-specific inquiries. For some inquiries, missing data were imputed for individual records based on responses from similar establishments. For other inquiries, the total of reported data was expanded to represent 100 percent of the mail and nonmail employer universe. Data presented for industry-specific inquiries based on a December 31 reference date were expanded in direct relationship to total sales of only those establishments in business at the end of the year. Unless otherwise noted in specific reports, data for other industry-specific inquiries were expanded in direct relationship to total sales of all establishments included in the category. In a few cases, expansion on the basis of sales was not appropriate, and another basic data item was used as the basis for expansion.

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

Appendix D. Geographic Notes

NEBRASKA

There are no geographic notes for the state of Nebraska.

Appendix E. Metropolitan Areas

NEBRASKA

Lincoln, NE MSA

Lancaster County, NE

Omaha, NE—IA MSA

Pottawattamie County, IA

Cass County, NE

Douglas County, NE

Sarpy County, NE

Washington County, NE

Sioux City, IA—NE MSA

Woodbury County, IA

Dakota County, NE

