

Nevada

1997

Issued August 1999

EC97R44A-NV

**1997 Economic Census**

*Retail Trade*

Geographic Area Series



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

*Helping You Make Informed Decisions*

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



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# Introduction to the Economic Census

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## PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

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

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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](http://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.

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## 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](http://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](http://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

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## SCOPE

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

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

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

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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 <sup>1</sup>	Estimated <sup>2</sup>
<b>NEVADA</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>6 222</b>	<b>18 220 790</b>	<b>1 798 249</b>	<b>421 207</b>	<b>89 452</b>	<b>5.6</b>	<b>6.3</b>
441	Motor vehicle & parts dealers	645	4 475 131	408 998	91 792	11 430	5.9	3.0
4411	Automobile dealers	219	3 756 093	308 349	69 305	7 422	4.8	2.5
44111	New car dealers	99	3 524 667	287 564	65 032	6 710	3.6	2.3
441110	New car dealers	99	3 524 667	287 564	65 032	6 710	3.6	2.3
44112	Used car dealers	120	231 426	20 785	4 273	712	22.2	6.2
441120	Used car dealers	120	231 426	20 785	4 273	712	22.2	6.2
4412	Other motor vehicle dealers	101	297 258	30 332	6 435	965	17.8	2.6
44121	Recreational vehicle dealers	32	154 565	16 631	3 558	445	18.0	.9
441210	Recreational vehicle dealers	32	154 565	16 631	3 558	445	18.0	.9
44122	Motorcycle, boat, & other motor vehicle dealers	69	142 693	13 701	2 877	520	17.7	4.5
441221	Motorcycle dealers	33	80 245	7 849	1 735	296	10.1	3.7
441222	Boat dealers	19	37 529	4 060	738	136	16.0	5.9
441229	All other motor vehicle dealers	17	24 919	1 792	404	88	44.5	4.7
4413	Automotive parts, accessories, & tire stores	325	421 780	70 317	16 052	3 043	7.4	7.0
44131	Automotive parts & accessories stores	224	310 883	47 728	11 199	2 160	6.5	6.4
441310	Automotive parts & accessories stores	224	310 883	47 728	11 199	2 160	6.5	6.4
44132	Tire dealers	101	110 897	22 589	4 853	883	10.1	8.5
441320	Tire dealers	101	110 897	22 589	4 853	883	10.1	8.5
442	Furniture & home furnishings stores	379	455 089	70 761	16 376	3 162	10.3	14.8
4421	Furniture stores	172	252 090	38 213	9 170	1 610	10.7	12.8
44211	Furniture stores	172	252 090	38 213	9 170	1 610	10.7	12.8
442110	Furniture stores	172	252 090	38 213	9 170	1 610	10.7	12.8
4422	Home furnishings stores	207	202 999	32 548	7 206	1 552	9.8	17.4
44221	Floor covering stores	84	107 109	21 425	4 398	747	9.7	22.8
442210	Floor covering stores	84	107 109	21 425	4 398	747	9.7	22.8
44229	Other home furnishings stores	123	95 890	11 123	2 808	805	9.8	11.3
442291	Window treatment stores	18	6 670	998	205	71	43.4	—
442299	All other home furnishings stores	105	89 220	10 125	2 603	734	7.3	12.2
443	Electronics & appliance stores	281	494 793	53 640	12 747	2 589	9.1	5.9
4431	Electronics & appliance stores	281	494 793	53 640	12 747	2 589	9.1	5.9
44311	Appliance, television, & other electronics stores	180	347 966	38 679	9 418	1 843	8.7	4.4
443111	Household appliance stores	54	52 974	6 674	1 523	343	20.9	8.9
443112	Radio, television, & other electronics stores	126	294 992	32 005	7 895	1 500	6.6	3.5
44312	Computer & software stores	83	132 763	12 859	2 820	596	10.5	10.6
443120	Computer & software stores	83	132 763	12 859	2 820	596	10.5	10.6
44313	Camera & photographic supplies stores	18	14 064	2 102	509	150	3.7	—
443130	Camera & photographic supplies stores	18	14 064	2 102	509	150	3.7	—
444	Building material & garden equipment & supplies dealers	446	1 663 773	171 605	41 166	7 075	2.9	1.3
4441	Building material & supplies dealers	369	1 553 292	159 252	38 380	6 360	1.9	1.2
44411	Home centers	17	339 883	34 022	9 053	1 795	.1	—
444110	Home centers	17	339 883	34 022	9 053	1 795	.1	—
44412	Paint & wallpaper stores	47	75 526	8 869	2 208	333	.6	3.6
444120	Paint & wallpaper stores	47	75 526	8 869	2 208	333	.6	3.6
44413	Hardware stores	56	81 087	11 652	2 603	649	7.0	6.2
444130	Hardware stores	56	81 087	11 652	2 603	649	7.0	6.2
44419	Other building material dealers	249	1 056 796	104 709	24 516	3 583	2.2	1.0
444190	Other building material dealers	249	1 056 796	104 709	24 516	3 583	2.2	1.0
4442	Lawn & garden equipment & supplies stores	77	110 481	12 353	2 786	715	16.3	3.1
44421	Outdoor power equipment stores	13	15 969	1 670	382	76	8.3	—
444210	Outdoor power equipment stores	13	15 969	1 670	382	76	8.3	—
44422	Nursery & garden centers	64	94 512	10 683	2 404	639	17.7	3.6
444220	Nursery & garden centers	64	94 512	10 683	2 404	639	17.7	3.6
445	Food & beverage stores	650	3 046 845	310 003	74 420	16 587	5.1	3.7
4451	Grocery stores	489	2 917 614	295 574	71 059	15 526	4.4	3.6
44511	Supermarkets & other grocery (except convenience) stores	320	2 747 732	280 647	67 543	14 312	2.9	2.7
445110	Supermarkets & other grocery (except convenience) stores	320	2 747 732	280 647	67 543	14 312	2.9	2.7
44512	Convenience stores	169	169 882	14 927	3 516	1 214	28.2	17.1
445120	Convenience stores	169	169 882	14 927	3 516	1 214	28.2	17.1
4452	Specialty food stores	92	50 284	8 838	2 077	715	21.1	11.2
4453	Beer, wine, & liquor stores	69	78 947	5 591	1 284	346	19.8	3.5
44531	Beer, wine, & liquor stores	69	78 947	5 591	1 284	346	19.8	3.5
445310	Beer, wine, & liquor stores	69	78 947	5 591	1 284	346	19.8	3.5
446	Health & personal care stores	414	623 568	81 971	19 436	4 068	6.9	5.5
4461	Health & personal care stores	414	623 568	81 971	19 436	4 068	6.9	5.5
44611	Pharmacies & drug stores	160	469 149	56 667	13 847	2 688	6.4	4.2
446110	Pharmacies & drug stores	160	469 149	56 667	13 847	2 688	6.4	4.2
4461101	Pharmacies & drug stores	154	467 550	56 367	13 808	2 679	6.3	4.1
4461102	Proprietary stores	6	1 599	300	39	9	14.8	34.9
44612	Cosmetics, beauty supplies, & perfume stores	68	46 666	5 490	1 344	427	3.8	1.0
446120	Cosmetics, beauty supplies, & perfume stores	68	46 666	5 490	1 344	427	3.8	1.0
44613	Optical goods stores	79	44 310	8 594	1 872	413	7.3	5.1
446130	Optical goods stores	79	44 310	8 594	1 872	413	7.3	5.1
44619	Other health & personal care stores	107	63 443	11 220	2 373	540	13.1	18.5
446191	Food (health) supplement stores	58	26 360	3 409	671	238	25.2	24.5
446199	All other health & personal care stores	49	37 083	7 811	1 702	302	4.5	14.2

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>NEVADA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
447	Gasoline stations .....	595	1 446 272	91 231	20 700	6 517	12.2	5.7
4471	Gasoline stations .....	595	1 446 272	91 231	20 700	6 517	12.2	5.7
44711	Gasoline stations with convenience stores .....	412	890 451	54 489	12 243	4 074	10.9	4.9
447110	Gasoline stations with convenience stores .....	412	890 451	54 489	12 243	4 074	10.9	4.9
44719	Other gasoline stations .....	183	555 821	36 742	8 457	2 443	14.4	7.0
447190	Other gasoline stations .....	183	555 821	36 742	8 457	2 443	14.4	7.0
448	Clothing & clothing accessories stores .....	1 041	1 051 161	131 925	31 290	8 165	5.1	10.9
4481	Clothing stores .....	585	641 029	78 069	18 261	5 254	4.4	11.5
44811	Men's clothing stores .....	79	70 531	11 647	3 033	626	8.9	21.7
448110	Men's clothing stores .....	79	70 531	11 647	3 033	626	8.9	21.7
44812	Women's clothing stores .....	208	201 753	27 396	6 467	1 765	5.2	21.4
448120	Women's clothing stores .....	208	201 753	27 396	6 467	1 765	5.2	21.4
44813	Children's & infants' clothing stores .....	27	17 904	2 168	446	175	4.6	7.7
448130	Children's & infants' clothing stores .....	27	17 904	2 168	446	175	4.6	7.7
44814	Family clothing stores .....	147	264 415	25 800	5 674	1 893	2.0	2.3
448140	Family clothing stores .....	147	264 415	25 800	5 674	1 893	2.0	2.3
44815	Clothing accessories stores .....	33	13 921	2 269	504	151	10.7	10.8
448150	Clothing accessories stores .....	33	13 921	2 269	504	151	10.7	10.8
44819	Other clothing stores .....	91	72 505	8 789	2 137	644	5.4	9.1
448190	Other clothing stores .....	91	72 505	8 789	2 137	644	5.4	9.1
4482	Shoe stores .....	209	186 657	20 401	5 038	1 414	3.0	4.6
44821	Shoe stores .....	209	186 657	20 401	5 038	1 414	3.0	4.6
448210	Shoe stores .....	209	186 657	20 401	5 038	1 414	3.0	4.6
4482101	Men's shoe stores .....	21	15 887	2 178	521	95	6.4	—
4482102	Women's shoe stores .....	35	22 808	3 358	763	228	12.5	19.3
4482103	Children's & juveniles' shoe stores .....	5	2 144	361	99	24	—	—
4482104	Family shoe stores .....	113	75 023	7 862	2 031	622	1.9	5.5
4482105	Athletic footwear stores .....	35	70 795	6 642	1 624	445	.5	—
4483	Jewelry, luggage, & leather goods stores .....	247	223 475	33 455	7 991	1 497	8.6	14.4
44831	Jewelry stores .....	218	182 416	29 218	6 953	1 286	10.6	15.1
448310	Jewelry stores .....	218	182 416	29 218	6 953	1 286	10.6	15.1
44832	Luggage & leather goods stores .....	29	41 059	4 237	1 038	211	—	10.9
448320	Luggage & leather goods stores .....	29	41 059	4 237	1 038	211	—	10.9
451	Sporting goods, hobby, book, & music stores .....	415	424 593	49 951	11 355	3 465	9.4	4.8
4511	Sporting goods, hobby, & musical instrument stores ..	287	307 038	37 247	8 219	2 300	12.0	5.8
45111	Sporting goods stores .....	160	163 774	19 445	4 214	1 154	13.5	9.1
451110	Sporting goods stores .....	160	163 774	19 445	4 214	1 154	13.5	9.1
4511101	General-line sporting goods stores .....	50	70 322	7 251	1 581	462	17.1	7.5
4511102	Specialty-line sporting goods stores .....	110	93 452	12 194	2 633	692	10.7	10.3
45112	Hobby, toy, & game stores .....	67	96 620	9 980	2 078	651	9.3	.5
451120	Hobby, toy, & game stores .....	67	96 620	9 980	2 078	651	9.3	.5
45113	Sewing, needlework, & piece goods stores .....	35	D	D	D	e	D	D
451130	Sewing, needlework, & piece goods stores .....	35	D	D	D	e	D	D
45114	Musical instrument & supplies stores .....	25	D	D	D	c	D	D
451140	Musical instrument & supplies stores .....	25	D	D	D	c	D	D
4512	Book, periodical, & music stores .....	128	117 555	12 704	3 136	1 165	2.6	2.2
45121	Book stores & news dealers .....	81	66 363	7 128	1 755	681	3.0	1.2
451211	Book stores .....	69	62 712	6 727	1 694	599	2.1	1.2
4512111	Book stores, general .....	42	D	D	D	e	D	D
4512112	Specialty book stores .....	18	D	D	D	c	D	D
4512113	College book stores .....	9	13 859	966	258	91	.9	1.2
451212	News dealers & newsstands .....	12	3 651	401	61	82	17.9	—
45122	Prerecorded tape, compact disc, & record stores ...	47	51 192	5 576	1 381	484	2.1	3.5
451220	Prerecorded tape, compact disc, & record stores ...	47	51 192	5 576	1 381	484	2.1	3.5
452	General merchandise stores .....	134	2 461 565	222 374	53 657	15 910	.1	2.0
4521	Department stores (incl leased depts) ## .....	66	1 891 740	N	N	N	—	1.8
45211	Department stores (incl leased depts) ## .....	66	1 891 740	N	N	N	—	1.8
4521	Department stores (excl leased depts) .....	66	1 867 723	182 607	44 041	13 224	—	1.8
45211	Department stores (excl leased depts) .....	66	1 867 723	182 607	44 041	13 224	—	1.8
452110	Department stores (excl leased depts) .....	66	1 867 723	182 607	44 041	13 224	—	1.8
4521101	Conventional department stores (excl leased depts) .....	20	530 335	58 043	14 485	3 918	—	3.8
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	34	990 980	85 861	20 254	6 983	—	—
4521103	National chain department stores (excl leased depts) .....	12	346 408	38 703	9 302	2 323	—	3.7
4529	Other general merchandise stores .....	68	593 842	39 767	9 616	2 686	.4	2.9
45291	Warehouse clubs & superstores .....	7	D	D	D	g	D	D
452910	Warehouse clubs & superstores .....	7	D	D	D	g	D	D
45299	All other general merchandise stores .....	61	D	D	D	g	D	D
452990	All other general merchandise stores .....	61	D	D	D	g	D	D
4529901	Variety stores .....	21	D	D	D	c	D	D
4529902	Catalog showrooms .....	5	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores ....	35	53 589	6 512	1 300	453	3.0	31.1

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>NEVADA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
453	Miscellaneous store retailers .....	932	828 283	101 338	22 656	6 607	12.2	5.9
4531	Florists .....	138	35 965	8 537	1 905	668	27.6	6.4
45311	Florists .....	138	35 965	8 537	1 905	668	27.6	6.4
453110	Florists .....	138	35 965	8 537	1 905	668	27.6	6.4
4532	Office supplies, stationery, & gift stores .....	358	363 988	44 684	10 446	3 224	8.0	6.8
45321	Office supplies & stationery stores .....	45	141 989	13 853	3 560	783	3.9	7.9
453210	Office supplies & stationery stores .....	45	141 989	13 853	3 560	783	3.9	7.9
4532101	Stationery stores .....	4	D	D	D	b	D	D
4532102	Office supplies stores .....	41	D	D	D	f	D	D
45322	Gift, novelty, & souvenir stores .....	313	221 999	30 831	6 886	2 441	10.6	6.1
453220	Gift, novelty, & souvenir stores .....	313	221 999	30 831	6 886	2 441	10.6	6.1
4533	Used merchandise stores .....	110	45 762	9 496	2 061	759	11.3	10.1
45331	Used merchandise stores .....	110	45 762	9 496	2 061	759	11.3	10.1
453310	Used merchandise stores .....	110	45 762	9 496	2 061	759	11.3	10.1
4539	Other miscellaneous store retailers .....	326	382 568	38 621	8 244	1 956	14.8	4.6
45391	Pet & pet supplies stores .....	52	54 494	6 744	1 925	494	5.3	3.0
453910	Pet & pet supplies stores .....	52	54 494	6 744	1 925	494	5.3	3.0
45392	Art dealers .....	44	30 155	5 699	1 279	227	12.2	10.6
453920	Art dealers .....	44	30 155	5 699	1 279	227	12.2	10.6
45393	Manufactured (mobile) home dealers .....	65	189 709	13 531	2 408	488	17.1	.5
453930	Manufactured (mobile) home dealers .....	65	189 709	13 531	2 408	488	17.1	.5
45399	All other miscellaneous store retailers .....	165	108 210	12 647	2 632	747	16.4	10.8
454	Nonstore retailers .....	290	1 249 717	104 452	25 612	3 877	3.3	35.2
4541	Electronic shopping & mail-order houses .....	89	1 002 891	69 325	17 378	2 444	1.5	42.7
45411	Electronic shopping & mail-order houses .....	89	1 002 891	69 325	17 378	2 444	1.5	42.7
454110	Electronic shopping & mail-order houses .....	89	1 002 891	69 325	17 378	2 444	1.5	42.7
4542	Vending machine operators .....	48	38 349	6 173	1 470	274	40.8	8.2
45421	Vending machine operators .....	48	38 349	6 173	1 470	274	40.8	8.2
454210	Vending machine operators .....	48	38 349	6 173	1 470	274	40.8	8.2
4543	Direct selling establishments .....	153	208 477	28 954	6 764	1 159	5.0	4.4
45431	Fuel dealers .....	53	99 403	10 796	2 679	372	.1	6.0
454311	Heating oil dealers .....	8	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	39	49 651	7 008	1 746	261	-	11.6
454319	Other fuel dealers .....	6	D	D	D	a	D	D
45439	Other direct selling establishments .....	100	109 074	18 158	4 085	787	9.4	3.1
454390	Other direct selling establishments .....	100	109 074	18 158	4 085	787	9.4	3.1

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

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

<sup>2</sup>Includes 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 <sup>1</sup>	Estimated <sup>2</sup>
<b>LAS VEGAS, NV—AZ MSA</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>4 488</b>	<b>13 698 882</b>	<b>1 325 728</b>	<b>311 104</b>	<b>66 198</b>	<b>4.5</b>	<b>7.0</b>
441	Motor vehicle & parts dealers	463	3 344 715	306 958	69 892	8 867	3.5	2.0
4411	Automobile dealers	152	2 846 821	237 440	54 368	5 928	1.7	1.7
44111	New car dealers	67	2 679 740	221 191	51 060	5 368	.7	1.3
441110	New car dealers	67	2 679 740	221 191	51 060	5 368	.7	1.3
44112	Used car dealers	85	167 081	16 249	3 308	560	17.3	8.0
441120	Used car dealers	85	167 081	16 249	3 308	560	17.3	8.0
4412	Other motor vehicle dealers	82	235 642	24 285	5 298	775	22.1	3.0
44121	Recreational vehicle dealers	24	117 827	12 725	2 932	345	22.4	1.4
441210	Recreational vehicle dealers	24	117 827	12 725	2 932	345	22.4	1.4
44122	Motorcycle, boat, & other motor vehicle dealers	58	117 815	11 560	2 366	430	21.7	4.5
441221	Motorcycle dealers	23	51 375	5 498	1 187	204	13.6	2.6
441222	Boat dealers	25	45 948	4 684	871	162	20.1	8.1
441229	All other motor vehicle dealers	10	20 492	1 378	308	64	45.5	1.5
4413	Automotive parts, accessories, & tire stores	229	262 252	45 233	10 226	2 164	6.6	4.8
44131	Automotive parts & accessories stores	166	188 277	29 547	6 967	1 511	7.2	6.4
441310	Automotive parts & accessories stores	166	188 277	29 547	6 967	1 511	7.2	6.4
44132	Tire dealers	63	73 975	15 686	3 259	653	5.0	.9
441320	Tire dealers	63	73 975	15 686	3 259	653	5.0	.9
442	Furniture & home furnishings stores	295	365 457	58 470	13 297	2 559	11.3	14.7
4421	Furniture stores	131	192 065	30 091	7 079	1 245	13.8	11.9
44211	Furniture stores	131	192 065	30 091	7 079	1 245	13.8	11.9
442110	Furniture stores	131	192 065	30 091	7 079	1 245	13.8	11.9
4422	Home furnishings stores	164	173 392	28 379	6 218	1 314	8.5	17.9
44221	Floor covering stores	70	92 933	19 643	3 996	678	9.4	23.4
442210	Floor covering stores	70	92 933	19 643	3 996	678	9.4	23.4
44229	Other home furnishings stores	94	80 459	8 736	2 222	636	7.5	11.5
442299	All other home furnishings stores	83	76 608	8 224	2 100	605	5.5	12.1
443	Electronics & appliance stores	196	378 882	39 474	9 238	1 939	7.8	6.0
4431	Electronics & appliance stores	196	378 882	39 474	9 238	1 939	7.8	6.0
44311	Appliance, television, & other electronics stores	130	272 875	29 907	7 098	1 418	7.6	3.9
443111	Household appliance stores	38	45 702	5 519	1 159	257	23.9	3.1
443112	Radio, television, & other electronics stores	92	227 173	24 388	5 939	1 161	4.3	4.0
44312	Computer & software stores	54	96 202	8 138	1 801	409	8.6	12.5
443120	Computer & software stores	54	96 202	8 138	1 801	409	8.6	12.5
44313	Camera & photographic supplies stores	12	9 805	1 429	339	112	5.4	—
443130	Camera & photographic supplies stores	12	9 805	1 429	339	112	5.4	—
444	Building material & garden equipment & supplies dealers	307	1 177 887	115 607	27 588	4 755	1.7	1.1
4441	Building material & supplies dealers	265	1 110 724	108 565	25 880	4 332	1.2	1.1
44411	Home centers	14	236 289	24 359	6 423	1 254	.1	—
444110	Home centers	14	236 289	24 359	6 423	1 254	.1	—
44412	Paint & wallpaper stores	34	56 519	6 123	1 572	233	.4	3.9
444120	Paint & wallpaper stores	34	56 519	6 123	1 572	233	.4	3.9
44413	Hardware stores	33	49 564	6 847	1 552	421	4.5	4.6
444130	Hardware stores	33	49 564	6 847	1 552	421	4.5	4.6
44419	Other building material dealers	184	768 352	71 236	16 333	2 424	1.4	1.0
444190	Other building material dealers	184	768 352	71 236	16 333	2 424	1.4	1.0
4442	Lawn & garden equipment & supplies stores	42	67 163	7 042	1 708	423	10.1	1.3
44421	Outdoor power equipment stores	11	11 182	1 131	269	44	7.3	—
444210	Outdoor power equipment stores	11	11 182	1 131	269	44	7.3	—
44422	Nursery & garden centers	31	55 981	5 911	1 439	379	10.6	1.5
444220	Nursery & garden centers	31	55 981	5 911	1 439	379	10.6	1.5
445	Food & beverage stores	456	2 235 944	219 085	53 534	11 821	5.3	3.0
4451	Grocery stores	336	2 142 903	208 462	50 998	10 971	4.6	2.9
44511	Supermarkets & other grocery (except convenience) stores	210	2 002 074	196 902	48 366	10 052	2.9	2.0
445110	Supermarkets & other grocery (except convenience) stores	210	2 002 074	196 902	48 366	10 052	2.9	2.0
44512	Convenience stores	126	140 829	11 560	2 632	919	28.9	15.8
445120	Convenience stores	126	140 829	11 560	2 632	919	28.9	15.8
4452	Specialty food stores	68	40 585	7 076	1 687	591	20.9	10.8
4453	Beer, wine, & liquor stores	52	52 456	3 547	849	259	24.3	.6
44531	Beer, wine, & liquor stores	52	52 456	3 547	849	259	24.3	.6
445310	Beer, wine, & liquor stores	52	52 456	3 547	849	259	24.3	.6
446	Health & personal care stores	329	507 371	68 143	16 096	3 432	4.9	6.5
4461	Health & personal care stores	329	507 371	68 143	16 096	3 432	4.9	6.5
44611	Pharmacies & drug stores	120	378 966	46 276	11 247	2 265	4.1	5.4
446110	Pharmacies & drug stores	120	378 966	46 276	11 247	2 265	4.1	5.4
4461101	Pharmacies & drug stores	115	D	D	D	g	D	D
4461102	Proprietary stores	5	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores	53	42 035	4 794	1 183	361	3.5	1.4
446120	Cosmetics, beauty supplies, & perfume stores	53	42 035	4 794	1 183	361	3.5	1.4
44613	Optical goods stores	70	35 476	7 265	1 573	344	7.9	4.3
446130	Optical goods stores	70	35 476	7 265	1 573	344	7.9	4.3
44619	Other health & personal care stores	86	50 894	9 808	2 093	462	9.3	20.1
446191	Food (health) supplement stores	43	19 059	2 527	497	170	24.1	24.4
446199	All other health & personal care stores	43	31 835	7 281	1 596	292	.4	17.5

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>LAS VEGAS, NV—AZ MSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
447	Gasoline stations .....	440	1 163 837	67 027	15 184	4 898	8.9	6.5
4471	Gasoline stations .....	440	1 163 837	67 027	15 184	4 898	8.9	6.5
44711	Gasoline stations with convenience stores .....	321	747 983	44 283	9 998	3 362	7.9	5.0
447110	Gasoline stations with convenience stores .....	321	747 983	44 283	9 998	3 362	7.9	5.0
44719	Other gasoline stations .....	119	415 854	22 744	5 186	1 536	10.8	9.1
447190	Other gasoline stations .....	119	415 854	22 744	5 186	1 536	10.8	9.1
448	Clothing & clothing accessories stores .....	824	893 581	113 225	26 693	6 625	5.0	11.2
4481	Clothing stores .....	463	531 398	66 188	15 332	4 172	4.4	12.1
44811	Men's clothing stores .....	72	64 198	10 756	2 804	578	9.7	17.3
448110	Men's clothing stores .....	72	64 198	10 756	2 804	578	9.7	17.3
44812	Women's clothing stores .....	163	177 947	24 610	5 822	1 476	5.6	23.0
448120	Women's clothing stores .....	163	177 947	24 610	5 822	1 476	5.6	23.0
44813	Children's & infants' clothing stores .....	22	D	D	D	c	D	D
448130	Children's & infants' clothing stores .....	22	D	D	D	c	D	D
44814	Family clothing stores .....	106	202 721	19 918	4 231	1 387	.8	1.8
448140	Family clothing stores .....	106	202 721	19 918	4 231	1 387	.8	1.8
44815	Clothing accessories stores .....	30	D	D	D	c	D	D
448150	Clothing accessories stores .....	30	D	D	D	c	D	D
44819	Other clothing stores .....	70	57 874	6 925	1 633	465	6.3	10.7
448190	Other clothing stores .....	70	57 874	6 925	1 633	465	6.3	10.7
4482	Shoe stores .....	162	163 782	17 576	4 399	1 188	3.5	4.5
44821	Shoe stores .....	162	163 782	17 576	4 399	1 188	3.5	4.5
448210	Shoe stores .....	162	163 782	17 576	4 399	1 188	3.5	4.5
4482101	Men's shoe stores .....	15	D	D	D	b	D	D
4482102	Women's shoe stores .....	29	20 711	3 079	689	191	13.8	19.2
4482103	Children's & juveniles' shoe stores .....	4	D	D	D	b	D	D
4482104	Family shoe stores .....	86	61 107	6 240	1 659	483	2.3	5.6
4482105	Athletic footwear stores .....	28	65 827	6 092	1 499	419	.9	—
4483	Jewelry, luggage, & leather goods stores .....	199	198 401	29 461	6 962	1 265	7.7	14.5
44831	Jewelry stores .....	173	158 796	25 410	5 965	1 069	9.6	15.4
448310	Jewelry stores .....	173	158 796	25 410	5 965	1 069	9.6	15.4
44832	Luggage & leather goods stores .....	26	39 605	4 051	997	196	—	11.0
448320	Luggage & leather goods stores .....	26	39 605	4 051	997	196	—	11.0
451	Sporting goods, hobby, book, & music stores .....	277	313 270	36 096	8 139	2 464	9.8	4.9
4511	Sporting goods, hobby, & musical instrument stores ..	183	222 350	25 643	5 566	1 537	12.6	6.0
45111	Sporting goods stores .....	92	114 352	13 076	2 715	731	14.2	9.3
451110	Sporting goods stores .....	92	114 352	13 076	2 715	731	14.2	9.3
4511101	General-line sporting goods stores .....	34	53 326	5 975	1 262	352	19.1	6.4
4511102	Specialty-line sporting goods stores .....	58	61 026	7 101	1 453	379	10.0	11.9
45112	Hobby, toy, & game stores .....	50	73 233	7 216	1 558	481	9.4	.8
451120	Hobby, toy, & game stores .....	50	73 233	7 216	1 558	481	9.4	.8
45113	Sewing, needlework, & piece goods stores .....	24	16 135	2 321	550	186	.4	2.6
451130	Sewing, needlework, & piece goods stores .....	24	16 135	2 321	550	186	.4	2.6
45114	Musical instrument & supplies stores .....	17	18 630	3 030	743	139	26.4	9.4
451140	Musical instrument & supplies stores .....	17	18 630	3 030	743	139	26.4	9.4
4512	Book, periodical, & music stores .....	94	90 920	10 453	2 573	927	2.9	2.3
45121	Book stores & news dealers .....	61	46 260	5 260	1 286	481	3.6	1.5
451211	Book stores .....	54	D	D	D	e	D	D
4512111	Book stores, general .....	31	27 735	3 308	823	293	3.7	.6
4512112	Specialty book stores .....	16	D	D	D	b	D	D
4512113	College book stores .....	7	D	D	D	b	D	D
451212	News dealers & newsstands .....	7	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	33	44 660	5 193	1 287	446	2.3	3.2
451220	Prerecorded tape, compact disc, & record stores ...	33	44 660	5 193	1 287	446	2.3	3.2
452	General merchandise stores .....	99	1 806 651	163 979	39 708	11 727	.1	2.6
4521	Department stores (incl leased depts) ## .....	47	1 459 651	N	N	N	—	2.3
45211	Department stores (incl leased depts) ## .....	47	1 459 651	N	N	N	—	2.3
4521	Department stores (excl leased depts) .....	47	1 440 879	139 510	33 839	10 088	—	2.3
45211	Department stores (excl leased depts) .....	47	1 440 879	139 510	33 839	10 088	—	2.3
452110	Department stores (excl leased depts) .....	47	1 440 879	139 510	33 839	10 088	—	2.3
4521101	Conventional department stores (excl leased depts) .....	14	392 283	43 858	11 098	2 771	—	5.2
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	26	822 501	70 019	16 534	5 789	—	—
4521103	National chain department stores (excl leased depts) .....	7	226 095	25 633	6 207	1 528	—	5.7
4529	Other general merchandise stores .....	52	365 772	24 469	5 869	1 639	.5	4.0
45291	Warehouse clubs & superstores .....	4	D	D	D	f	D	D
452910	Warehouse clubs & superstores .....	4	D	D	D	f	D	D
45299	All other general merchandise stores .....	48	D	D	D	f	D	D
452990	All other general merchandise stores .....	48	D	D	D	f	D	D
4529901	Variety stores .....	16	12 266	1 628	402	103	5.9	1.4
4529902	Catalog showrooms .....	4	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores ....	28	49 024	5 627	1 101	427	1.9	29.2

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>LAS VEGAS, NV—AZ MSA—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	642	546 202	74 902	16 650	4 919	9.5	7.4
4531	Florists .....	93	24 681	5 516	1 185	423	31.9	7.0
45311	Florists .....	93	24 681	5 516	1 185	423	31.9	7.0
453110	Florists .....	93	24 681	5 516	1 185	423	31.9	7.0
4532	Office supplies, stationery, & gift stores .....	261	280 620	36 060	8 328	2 570	6.8	7.5
45321	Office supplies & stationery stores .....	26	90 579	9 557	2 379	535	1.8	12.2
453210	Office supplies & stationery stores .....	26	90 579	9 557	2 379	535	1.8	12.2
4532101	Stationery stores .....	3	D	D	D	a	D	D
4532102	Office supplies stores .....	23	D	D	D	f	D	D
45322	Gift, novelty, & souvenir stores .....	235	190 041	26 503	5 949	2 035	9.2	5.3
453220	Gift, novelty, & souvenir stores .....	235	190 041	26 503	5 949	2 035	9.2	5.3
4533	Used merchandise stores .....	65	31 492	6 642	1 452	537	8.1	8.4
45331	Used merchandise stores .....	65	31 492	6 642	1 452	537	8.1	8.4
453310	Used merchandise stores .....	65	31 492	6 642	1 452	537	8.1	8.4
4539	Other miscellaneous store retailers .....	223	209 409	26 684	5 685	1 389	10.8	7.0
45391	Pet & pet supplies stores .....	33	40 240	5 227	1 576	411	3.1	3.7
453910	Pet & pet supplies stores .....	33	40 240	5 227	1 576	411	3.1	3.7
45392	Art dealers .....	30	23 323	4 424	966	157	7.9	12.2
453920	Art dealers .....	30	23 323	4 424	966	157	7.9	12.2
45393	Manufactured (mobile) home dealers .....	40	75 369	7 559	1 190	273	7.6	1.8
453930	Manufactured (mobile) home dealers .....	40	75 369	7 559	1 190	273	7.6	1.8
45399	All other miscellaneous store retailers .....	120	70 477	9 474	1 953	548	19.5	12.7
454	Nonstore retailers .....	160	965 085	62 762	15 085	2 192	3.0	44.2
4541	Electronic shopping & mail-order houses .....	48	834 035	41 887	10 238	1 299	.6	50.3
45411	Electronic shopping & mail-order houses .....	48	834 035	41 887	10 238	1 299	.6	50.3
454110	Electronic shopping & mail-order houses .....	48	834 035	41 887	10 238	1 299	.6	50.3
4542	Vending machine operators .....	33	31 928	4 840	1 220	216	48.5	9.2
45421	Vending machine operators .....	33	31 928	4 840	1 220	216	48.5	9.2
454210	Vending machine operators .....	33	31 928	4 840	1 220	216	48.5	9.2
4543	Direct selling establishments .....	79	99 122	16 035	3 627	677	8.1	4.5
45431	Fuel dealers .....	13	18 315	2 126	544	99	—	12.9
454312	Liquefied petroleum gas (bottled gas) dealers .....	11	D	D	D	b	D	D
454319	Other fuel dealers .....	2	D	D	D	a	D	D
45439	Other direct selling establishments .....	66	80 807	13 909	3 083	578	10.0	2.6
454390	Other direct selling establishments .....	66	80 807	13 909	3 083	578	10.0	2.6
<b>RENO, NV MSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>1 328</b>	<b>3 751 114</b>	<b>389 506</b>	<b>91 571</b>	<b>19 418</b>	<b>8.1</b>	<b>2.6</b>
441	Motor vehicle & parts dealers .....	155	905 711	85 532	19 277	2 376	16.4	2.3
4411	Automobile dealers .....	55	717 803	58 476	13 012	1 294	19.6	.9
44111	New car dealers .....	22	634 187	52 992	11 741	1 114	16.9	.9
441110	New car dealers .....	22	634 187	52 992	11 741	1 114	16.9	.9
44112	Used car dealers .....	33	83 616	5 484	1 271	180	40.5	1.2
441120	Used car dealers .....	33	83 616	5 484	1 271	180	40.5	1.2
4412	Other motor vehicle dealers .....	28	66 374	6 839	1 432	235	3.8	5.0
44121	Recreational vehicle dealers .....	10	29 071	3 240	602	97	5.1	3.6
441210	Recreational vehicle dealers .....	10	29 071	3 240	602	97	5.1	3.6
44122	Motorcycle, boat, & other motor vehicle dealers .....	18	37 303	3 599	830	138	2.9	6.1
441221	Motorcycle dealers .....	9	24 182	2 081	494	75	3.6	6.8
441222	Boat dealers .....	6	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	72	121 534	20 217	4 833	847	4.3	9.1
44131	Automotive parts & accessories stores .....	47	100 536	15 675	3 780	688	3.9	5.2
441310	Automotive parts & accessories stores .....	47	100 536	15 675	3 780	688	3.9	5.2
44132	Tire dealers .....	25	20 998	4 542	1 053	159	6.2	27.4
441320	Tire dealers .....	25	20 998	4 542	1 053	159	6.2	27.4
442	Furniture & home furnishings stores .....	81	81 141	11 519	2 836	541	10.6	13.6
4421	Furniture stores .....	37	50 827	6 656	1 695	295	6.4	14.3
44211	Furniture stores .....	37	50 827	6 656	1 695	295	6.4	14.3
442110	Furniture stores .....	37	50 827	6 656	1 695	295	6.4	14.3
4422	Home furnishings stores .....	44	30 314	4 863	1 141	246	17.7	12.5
44221	Floor covering stores .....	16	15 901	2 656	617	107	11.6	17.1
442210	Floor covering stores .....	16	15 901	2 656	617	107	11.6	17.1
44229	Other home furnishings stores .....	28	14 413	2 207	524	139	24.5	7.4
442299	All other home furnishings stores .....	21	D	D	D	c	D	D
443	Electronics & appliance stores .....	67	112 734	13 790	3 381	616	13.5	5.5
4431	Electronics & appliance stores .....	67	112 734	13 790	3 381	616	13.5	5.5
44311	Appliance, television, & other electronics stores .....	36	74 366	8 642	2 247	407	12.0	4.0
443112	Radio, television, & other electronics stores .....	25	67 044	7 678	2 018	344	13.2	.6
44312	Computer & software stores .....	27	D	D	D	c	D	D
443120	Computer & software stores .....	27	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

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>RENO, NV MSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
444	Building material & garden equipment & supplies dealers .....	108	388 224	43 535	10 873	1 771	5.3	1.3
4441	Building material & supplies dealers .....	89	362 429	40 580	10 330	1 632	2.7	.8
44411	Home centers .....	4	D	D	D	f	D	D
444110	Home centers .....	4	D	D	D	f	D	D
44412	Paint & wallpaper stores .....	9	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	9	D	D	D	b	D	D
44413	Hardware stores .....	13	18 013	2 441	591	123	.5	1.0
444130	Hardware stores .....	13	18 013	2 441	591	123	.5	1.0
44419	Other building material dealers .....	63	226 874	26 390	6 620	896	4.2	1.2
444190	Other building material dealers .....	63	226 874	26 390	6 620	896	4.2	1.2
4442	Lawn & garden equipment & supplies stores .....	19	25 795	2 955	543	139	41.5	8.8
44422	Nursery & garden centers .....	16	21 604	2 512	439	106	46.5	10.5
444220	Nursery & garden centers .....	16	21 604	2 512	439	106	46.5	10.5
445	Food & beverage stores .....	138	616 488	67 437	15 700	3 456	3.5	1.8
4451	Grocery stores .....	102	589 262	64 356	15 056	3 283	2.7	1.6
44511	Supermarkets & other grocery (except convenience) stores .....	70	564 241	61 501	14 334	3 053	1.4	.6
445110	Supermarkets & other grocery (except convenience) stores .....	70	564 241	61 501	14 334	3 053	1.4	.6
44512	Convenience stores .....	32	25 021	2 855	722	230	30.3	23.0
445120	Convenience stores .....	32	25 021	2 855	722	230	30.3	23.0
4452	Specialty food stores .....	20	8 582	1 454	329	108	28.6	6.9
446	Health & personal care stores .....	81	110 051	14 158	3 442	676	9.9	2.6
4461	Health & personal care stores .....	81	110 051	14 158	3 442	676	9.9	2.6
44612	Cosmetics, beauty supplies, & perfume stores .....	16	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	16	D	D	D	b	D	D
44613	Optical goods stores .....	14	D	D	D	b	D	D
446130	Optical goods stores .....	14	D	D	D	b	D	D
44619	Other health & personal care stores .....	22	D	D	D	b	D	D
446191	Food (health) supplement stores .....	14	D	D	D	b	D	D
447	Gasoline stations .....	103	263 384	18 684	4 062	1 140	14.2	2.2
4471	Gasoline stations .....	103	263 384	18 684	4 062	1 140	14.2	2.2
44711	Gasoline stations with convenience stores .....	67	120 325	8 275	1 869	607	21.7	4.7
447110	Gasoline stations with convenience stores .....	67	120 325	8 275	1 869	607	21.7	4.7
44719	Other gasoline stations .....	36	143 059	10 409	2 193	533	7.9	.1
447190	Other gasoline stations .....	36	143 059	10 409	2 193	533	7.9	.1
448	Clothing & clothing accessories stores .....	184	134 347	15 624	3 712	1 280	4.8	9.0
4481	Clothing stores .....	106	91 224	9 597	2 295	886	4.5	9.3
44814	Family clothing stores .....	32	48 633	4 429	1 072	405	5.1	3.0
448140	Family clothing stores .....	32	48 633	4 429	1 072	405	5.1	3.0
44819	Other clothing stores .....	18	12 902	1 533	377	146	2.2	4.5
448190	Other clothing stores .....	18	12 902	1 533	377	146	2.2	4.5
4482105	Athletic footwear stores .....	7	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	38	21 234	3 442	820	185	9.2	12.4
44831	Jewelry stores .....	35	19 780	3 256	779	170	9.9	12.7
448310	Jewelry stores .....	35	19 780	3 256	779	170	9.9	12.7
44832	Luggage & leather goods stores .....	3	1 454	186	41	15	—	8.3
448320	Luggage & leather goods stores .....	3	1 454	186	41	15	—	8.3
451	Sporting goods, hobby, book, & music stores .....	95	105 571	13 039	3 095	952	5.0	4.1
4511	Sporting goods, hobby, & musical instrument stores ..	67	D	D	D	f	D	D
45111	Sporting goods stores .....	41	D	D	D	e	D	D
451110	Sporting goods stores .....	41	D	D	D	e	D	D
4511101	General-line sporting goods stores .....	8	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores .....	33	D	D	D	c	D	D
45112	Hobby, toy, & game stores .....	14	21 961	2 477	485	161	7.8	—
451120	Hobby, toy, & game stores .....	14	21 961	2 477	485	161	7.8	—
45113	Sewing, needlework, & piece goods stores .....	8	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	8	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	4	D	D	D	b	D	D
451140	Musical instrument & supplies stores .....	4	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	28	D	D	D	e	D	D
45121	Book stores & news dealers .....	15	D	D	D	c	D	D
451211	Book stores .....	11	D	D	D	c	D	D
4512111	Book stores, general .....	6	D	D	D	c	D	D
4512112	Specialty book stores .....	4	D	D	D	b	D	D
451212	News dealers & newsstands .....	4	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	13	D	D	D	c	D	D
451220	Prerecorded tape, compact disc, & record stores ...	13	D	D	D	c	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>RENO, NV MSA—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	31	608 995	53 810	12 749	3 906	—	.5
4521	Department stores (incl leased depts) ## .....	17	423 017	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	17	423 017	N	N	N	—	—
4521	Department stores (excl leased depts) .....	17	418 286	42 366	9 922	3 175	—	—
452110	Department stores (excl leased depts) .....	17	418 286	42 366	9 922	3 175	—	—
4521101	Department stores (excl leased depts) .....	17	418 286	42 366	9 922	3 175	—	—
4521101	Conventional department stores (excl leased depts) .....	4	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	9	197 050	18 956	4 323	1 497	—	—
4521103	National chain department stores (excl leased depts) .....	4	D	D	D	f	D	D
4529	Other general merchandise stores .....	14	190 709	11 444	2 827	731	—	1.4
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
4529903	Miscellaneous general merchandise stores .....	5	D	D	D	b	D	D
453	Miscellaneous store retailers .....	205	196 635	19 794	4 521	1 352	10.5	3.3
4532	Office supplies, stationery, & gift stores .....	72	63 988	6 274	1 578	522	7.2	1.9
45321	Office supplies & stationery stores .....	15	D	D	D	c	D	D
453210	Office supplies & stationery stores .....	15	D	D	D	c	D	D
4532102	Office supplies stores .....	15	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores .....	57	D	D	D	e	D	D
453220	Gift, novelty, & souvenir stores .....	57	D	D	D	e	D	D
4533	Used merchandise stores .....	39	14 276	2 912	612	204	17.8	14.4
45331	Used merchandise stores .....	39	14 276	2 912	612	204	17.8	14.4
453310	Used merchandise stores .....	39	14 276	2 912	612	204	17.8	14.4
4539	Other miscellaneous store retailers .....	70	110 376	8 283	1 793	452	11.6	2.7
45391	Pet & pet supplies stores .....	13	12 670	1 246	290	78	7.6	.9
453910	Pet & pet supplies stores .....	13	12 670	1 246	290	78	7.6	.9
45392	Art dealers .....	11	5 997	1 169	298	65	26.9	—
453920	Art dealers .....	11	5 997	1 169	298	65	26.9	—
45393	Manufactured (mobile) home dealers .....	14	62 554	3 323	645	146	15.8	—
453930	Manufactured (mobile) home dealers .....	14	62 554	3 323	645	146	15.8	—
45399	All other miscellaneous store retailers .....	32	29 155	2 545	560	163	1.1	9.8
454	Nonstore retailers .....	80	227 833	32 584	7 923	1 352	4.7	4.7
4541	Electronic shopping & mail-order houses .....	28	159 594	24 245	5 992	1 034	5.5	4.0
45411	Electronic shopping & mail-order houses .....	28	159 594	24 245	5 992	1 034	5.5	4.0
454110	Electronic shopping & mail-order houses .....	28	159 594	24 245	5 992	1 034	5.5	4.0
4543	Direct selling establishments .....	38	61 940	7 077	1 698	267	2.8	6.7
45431	Fuel dealers .....	14	43 106	4 012	1 005	127	—	8.2
454311	Heating oil dealers .....	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	7	D	D	D	b	D	D
454319	Other fuel dealers .....	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	24	18 834	3 065	693	140	9.2	3.1
454390	Other direct selling establishments .....	24	18 834	3 065	693	140	9.2	3.1
<b>AREA OUTSIDE NEVADA METROPOLITAN AREAS</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>984</b>	<b>2 007 712</b>	<b>194 093</b>	<b>44 850</b>	<b>10 780</b>	<b>8.5</b>	<b>6.0</b>
441	Motor vehicle & parts dealers .....	135	487 327	41 799	8 695	1 459	5.3	9.9
4411	Automobile dealers .....	44	372 560	27 291	5 452	851	1.9	10.6
4412	Other motor vehicle dealers .....	18	30 625	2 539	545	112	11.0	2.8
44121	Recreational vehicle dealers .....	5	15 599	1 504	329	57	6.2	—
441210	Recreational vehicle dealers .....	5	15 599	1 504	329	57	6.2	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	13	15 026	1 035	216	55	16.0	5.7
441221	Motorcycle dealers .....	6	8 223	592	127	34	10.3	—
441229	All other motor vehicle dealers .....	6	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	73	84 142	11 969	2 698	496	18.3	9.1
44131	Automotive parts & accessories stores .....	45	53 712	6 822	1 540	281	17.1	7.5
441310	Automotive parts & accessories stores .....	45	53 712	6 822	1 540	281	17.1	7.5
44132	Tire dealers .....	28	30 430	5 147	1 158	215	20.4	12.1
441320	Tire dealers .....	28	30 430	5 147	1 158	215	20.4	12.1
442	Furniture & home furnishings stores .....	45	D	D	D	e	D	D
4421	Furniture stores .....	22	24 702	3 627	920	168	7.2	11.1
44211	Furniture stores .....	22	24 702	3 627	920	168	7.2	11.1
442110	Furniture stores .....	22	24 702	3 627	920	168	7.2	11.1
4422	Home furnishings stores .....	23	D	D	D	c	D	D
443	Electronics & appliance stores .....	42	20 072	2 532	648	156	9.8	11.8
4431	Electronics & appliance stores .....	42	20 072	2 532	648	156	9.8	11.8
44311	Appliance, television, & other electronics stores .....	33	15 547	2 031	532	122	12.7	13.9

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>AREA OUTSIDE NEVADA METROPOLITAN AREAS—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
444	Building material & garden equipment & supplies dealers .....	99	190 434	22 336	5 023	1 112	5.1	2.5
4441	Building material & supplies dealers .....	75	170 738	19 772	4 434	936	5.3	2.6
44413	Hardware stores .....	20	29 060	4 221	904	248	12.9	8.8
444130	Hardware stores .....	20	29 060	4 221	904	248	12.9	8.8
44419	Other building material dealers .....	45	123 299	12 938	2 944	541	4.3	1.0
444190	Other building material dealers .....	45	123 299	12 938	2 944	541	4.3	1.0
4442	Lawn & garden equipment & supplies stores .....	24	19 696	2 564	589	176	3.7	1.6
44422	Nursery & garden centers .....	23	D	D	D	c	D	D
444220	Nursery & garden centers .....	23	D	D	D	c	D	D
445	Food & beverage stores .....	109	D	D	D	h	D	D
4451	Grocery stores .....	90	426 165	46 040	10 562	2 551	5.1	8.9
44511	Supermarkets & other grocery (except convenience) stores .....	68	415 259	45 026	10 334	2 442	4.1	8.8
445110	Supermarkets & other grocery (except convenience) stores .....	68	415 259	45 026	10 334	2 442	4.1	8.8
446	Health & personal care stores .....	37	55 319	6 218	1 558	300	14.6	1.1
4461	Health & personal care stores .....	37	55 319	6 218	1 558	300	14.6	1.1
44619	Other health & personal care stores .....	11	D	D	D	b	D	D
447	Gasoline stations .....	142	302 817	17 574	3 998	1 393	17.3	3.3
4471	Gasoline stations .....	142	302 817	17 574	3 998	1 393	17.3	3.3
44711	Gasoline stations with convenience stores .....	83	132 502	8 390	1 852	669	17.4	4.3
447110	Gasoline stations with convenience stores .....	83	132 502	8 390	1 852	669	17.4	4.3
44719	Other gasoline stations .....	59	170 315	9 184	2 146	724	17.1	2.6
447190	Other gasoline stations .....	59	170 315	9 184	2 146	724	17.1	2.6
448	Clothing & clothing accessories stores .....	85	51 617	6 458	1 633	500	9.3	6.5
4481	Clothing stores .....	43	37 503	4 243	1 077	352	5.7	4.0
44819	Other clothing stores .....	6	2 296	365	132	37	—	—
448190	Other clothing stores .....	6	2 296	365	132	37	—	—
451	Sporting goods, hobby, book, & music stores .....	61	D	D	D	c	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	46	D	D	D	c	D	D
452	General merchandise stores .....	18	D	D	D	g	D	D
45299	All other general merchandise stores .....	9	D	D	D	b	D	D
452990	All other general merchandise stores .....	9	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	7	D	D	D	b	D	D
453	Miscellaneous store retailers .....	143	D	D	D	f	D	D
4532	Office supplies, stationery, & gift stores .....	44	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	7	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	7	D	D	D	b	D	D
4532101	Stationery stores .....	1	D	D	D	b	D	D
4532102	Office supplies stores .....	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	59	D	D	D	c	D	D
45392	Art dealers .....	5	D	D	D	a	D	D
453920	Art dealers .....	5	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	23	66 573	4 004	881	122	28.7	.1
453930	Manufactured (mobile) home dealers .....	23	66 573	4 004	881	122	28.7	.1
45399	All other miscellaneous store retailers .....	21	D	D	D	b	D	D
454	Nonstore retailers .....	68	69 153	10 956	3 069	426	4.8	4.6
4543	Direct selling establishments .....	45	54 635	7 080	1 764	276	1.6	1.3
45431	Fuel dealers .....	28	D	D	D	c	D	D
454311	Heating oil dealers .....	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ..	23	D	D	D	c	D	D
454319	Other fuel dealers .....	3	D	D	D	a	D	D
45439	Other direct selling establishments .....	17	D	D	D	c	D	D
454390	Other direct selling establishments .....	17	D	D	D	c	D	D

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

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

<sup>2</sup>Includes 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 <sup>1</sup>	Estimated <sup>2</sup>
<b>CHURCHILL COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>87</b>	<b>177 600</b>	<b>16 899</b>	<b>3 865</b>	<b>1 023</b>	<b>13.0</b>	<b>2.8</b>
441	Motor vehicle & parts dealers	15	39 408	3 839	784	109	5.5	8.7
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	4	3 366	640	166	39	15.4	—
443	Electronics & appliance stores	5	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	7	13 744	1 798	405	101	35.2	—
4441	Building material & supplies dealers	5	D	D	D	b	D	D
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
445	Food & beverage stores	11	38 456	4 326	965	215	1.8	1.6
446	Health & personal care stores	3	2 470	205	51	17	D	—
447	Gasoline stations	9	19 454	852	191	61	—	1.6
448	Clothing & clothing accessories stores	8	5 754	745	176	55	3.4	3.5
4481	Clothing stores	4	4 822	620	146	45	4.1	—
451	Sporting goods, hobby, book, & music stores	5	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	e	D	D
453	Miscellaneous store retailers	14	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	3	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
4532101	Stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	13 906	386	92	22	D	—
453930	Manufactured (mobile) home dealers	3	13 906	386	92	22	D	—
454	Nonstore retailers	4	2 644	356	113	18	—	—
<b>CLARK COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>3 803</b>	<b>12 321 538</b>	<b>1 201 651</b>	<b>281 838</b>	<b>58 477</b>	<b>4.3</b>	<b>7.5</b>
441	Motor vehicle & parts dealers	343	3 073 236	280 582	63 560	7 533	2.9	2.0
4411	Automobile dealers	117	2 663 190	222 447	50 799	5 268	1.2	1.7
44111	New car dealers	49	D	D	D	h	D	D
441110	New car dealers	49	D	D	D	h	D	D
44112	Used car dealers	68	D	D	D	e	D	D
441120	Used car dealers	68	D	D	D	e	D	D
4412	Other motor vehicle dealers	54	D	D	D	f	D	D
44121	Recreational vehicle dealers	16	D	D	D	e	D	D
441210	Recreational vehicle dealers	16	D	D	D	e	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	38	90 364	9 067	1 831	327	24.1	3.6
441221	Motorcycle dealers	18	47 840	5 176	1 114	187	13.4	2.8
441222	Boat dealers	12	D	D	D	b	D	D
441229	All other motor vehicle dealers	8	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	172	D	D	D	g	D	D
44131	Automotive parts & accessories stores	126	D	D	D	g	D	D
441310	Automotive parts & accessories stores	126	D	D	D	g	D	D
44132	Tire dealers	46	D	D	D	e	D	D
441320	Tire dealers	46	D	D	D	e	D	D
442	Furniture & home furnishings stores	246	333 257	52 417	11 821	2 271	9.9	15.6
4421	Furniture stores	110	D	D	D	g	D	D
44211	Furniture stores	110	D	D	D	g	D	D
442110	Furniture stores	110	D	D	D	g	D	D
4422	Home furnishings stores	136	D	D	D	g	D	D
44221	Floor covering stores	48	D	D	D	f	D	D
442210	Floor covering stores	48	D	D	D	f	D	D
44229	Other home furnishings stores	88	D	D	D	f	D	D
442291	Window treatment stores	10	D	D	D	b	D	D
442299	All other home furnishings stores	78	D	D	D	f	D	D
443	Electronics & appliance stores	170	D	D	D	g	D	D
4431	Electronics & appliance stores	170	D	D	D	g	D	D
44311	Appliance, television, & other electronics stores	110	D	D	D	g	D	D
443111	Household appliance stores	27	D	D	D	c	D	D
443112	Radio, television, & other electronics stores	83	219 898	23 155	5 649	1 096	4.5	4.2
44312	Computer & software stores	48	D	D	D	e	D	D
443120	Computer & software stores	48	D	D	D	e	D	D
44313	Camera & photographic supplies stores	12	9 805	1 429	339	112	5.4	—
443130	Camera & photographic supplies stores	12	9 805	1 429	339	112	5.4	—

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>CLARK COUNTY, NV—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
444	Building material & garden equipment & supplies dealers .....	224	1 069 382	104 295	24 963	4 099	1.4	1.1
4441	Building material & supplies dealers .....	194	D	D	D	h	D	D
44411	Home centers .....	9	216 654	21 891	5 877	1 101	.2	—
444110	Home centers .....	9	216 654	21 891	5 877	1 101	.2	—
44412	Paint & wallpaper stores .....	31	D	D	D	c	D	D
444120	Paint & wallpaper stores .....	31	D	D	D	c	D	D
44413	Hardware stores .....	21	D	D	D	e	D	D
444130	Hardware stores .....	21	D	D	D	e	D	D
44419	Other building material dealers .....	133	701 045	64 867	14 840	2 114	1.1	.9
444190	Other building material dealers .....	133	701 045	64 867	14 840	2 114	1.1	.9
4442	Lawn & garden equipment & supplies stores .....	30	D	D	D	e	D	D
44421	Outdoor power equipment stores .....	9	D	D	D	b	D	D
444210	Outdoor power equipment stores .....	9	D	D	D	b	D	D
44422	Nursery & garden centers .....	21	D	D	D	e	D	D
444220	Nursery & garden centers .....	21	D	D	D	e	D	D
445	Food & beverage stores .....	391	D	D	D	j	D	D
4451	Grocery stores .....	287	1 852 299	180 133	44 112	9 440	4.8	2.9
44511	Supermarkets & other grocery (except convenience) stores .....	175	1 719 155	169 209	41 595	8 596	3.1	1.9
445110	Supermarkets & other grocery (except convenience) stores .....	175	1 719 155	169 209	41 595	8 596	3.1	1.9
44512	Convenience stores .....	112	133 144	10 924	2 517	844	26.8	16.0
445120	Convenience stores .....	112	133 144	10 924	2 517	844	26.8	16.0
4452	Specialty food stores .....	64	D	D	D	f	D	D
4453	Beer, wine, & liquor stores .....	40	D	D	D	c	D	D
44531	Beer, wine, & liquor stores .....	40	D	D	D	c	D	D
445310	Beer, wine, & liquor stores .....	40	D	D	D	c	D	D
446	Health & personal care stores .....	293	D	D	D	h	D	D
4461	Health & personal care stores .....	293	D	D	D	h	D	D
44611	Pharmacies & drug stores .....	107	D	D	D	g	D	D
446110	Pharmacies & drug stores .....	107	D	D	D	g	D	D
4461101	Pharmacies & drug stores .....	102	D	D	D	g	D	D
4461102	Proprietary stores .....	5	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	50	D	D	D	e	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	50	D	D	D	e	D	D
44613	Optical goods stores .....	63	33 395	6 722	1 433	319	8.4	4.5
446130	Optical goods stores .....	63	33 395	6 722	1 433	319	8.4	4.5
44619	Other health & personal care stores .....	73	D	D	D	e	D	D
446191	Food (health) supplement stores .....	36	D	D	D	c	D	D
446199	All other health & personal care stores .....	37	28 064	6 222	1 312	252	.5	18.6
447	Gasoline stations .....	331	852 348	52 933	12 200	3 812	9.8	7.4
4471	Gasoline stations .....	331	852 348	52 933	12 200	3 812	9.8	7.4
44711	Gasoline stations with convenience stores .....	245	D	D	D	h	D	D
447110	Gasoline stations with convenience stores .....	245	D	D	D	h	D	D
44719	Other gasoline stations .....	86	D	D	D	g	D	D
447190	Other gasoline stations .....	86	D	D	D	g	D	D
448	Clothing & clothing accessories stores .....	768	864 581	109 782	25 934	6 377	4.8	11.5
4481	Clothing stores .....	433	D	D	D	h	D	D
44811	Men's clothing stores .....	71	D	D	D	f	D	D
448110	Men's clothing stores .....	71	D	D	D	f	D	D
44812	Women's clothing stores .....	155	D	D	D	g	D	D
448120	Women's clothing stores .....	155	D	D	D	g	D	D
44813	Children's & infants' clothing stores .....	19	15 089	1 840	374	132	1.8	7.3
448130	Children's & infants' clothing stores .....	19	15 089	1 840	374	132	1.8	7.3
44814	Family clothing stores .....	91	D	D	D	g	D	D
448140	Family clothing stores .....	91	D	D	D	g	D	D
44815	Clothing accessories stores .....	30	D	D	D	c	D	D
448150	Clothing accessories stores .....	30	D	D	D	c	D	D
44819	Other clothing stores .....	67	57 307	6 891	1 628	461	6.4	10.5
448190	Other clothing stores .....	67	57 307	6 891	1 628	461	6.4	10.5
4482	Shoe stores .....	152	158 948	17 061	4 272	1 143	3.2	4.7
44821	Shoe stores .....	152	158 948	17 061	4 272	1 143	3.2	4.7
448210	Shoe stores .....	152	158 948	17 061	4 272	1 143	3.2	4.7
4482101	Men's shoe stores .....	15	D	D	D	b	D	D
4482102	Women's shoe stores .....	29	20 711	3 079	689	191	13.8	19.2
4482103	Children's & juveniles' shoe stores .....	4	D	D	D	b	D	D
4482104	Family shoe stores .....	79	57 968	5 887	1 572	454	2.4	5.9
4482105	Athletic footwear stores .....	25	64 132	5 930	1 459	403	—	—
4483	Jewelry, luggage, & leather goods stores .....	183	D	D	D	g	D	D
44831	Jewelry stores .....	157	D	D	D	g	D	D
448310	Jewelry stores .....	157	D	D	D	g	D	D
44832	Luggage & leather goods stores .....	26	39 605	4 051	997	196	—	11.0
448320	Luggage & leather goods stores .....	26	39 605	4 051	997	196	—	11.0

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>CLARK COUNTY, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores . . . . .	255	D	D	D	g	D	D
4511	Sporting goods, hobby, & musical instrument stores . .	172	D	D	D	g	D	D
45111	Sporting goods stores . . . . .	88	D	D	D	f	D	D
451110	Sporting goods stores . . . . .	88	D	D	D	f	D	D
4511101	General-line sporting goods stores . . . . .	32	D	D	D	e	D	D
4511102	Specialty-line sporting goods stores . . . . .	56	D	D	D	e	D	D
45112	Hobby, toy, & game stores . . . . .	46	D	D	D	e	D	D
451120	Hobby, toy, & game stores . . . . .	46	D	D	D	e	D	D
45113	Sewing, needlework, & piece goods stores . . . . .	22	D	D	D	c	D	D
451130	Sewing, needlework, & piece goods stores . . . . .	22	D	D	D	c	D	D
45114	Musical instrument & supplies stores . . . . .	16	D	D	D	c	D	D
451140	Musical instrument & supplies stores . . . . .	16	D	D	D	c	D	D
4512	Book, periodical, & music stores . . . . .	83	D	D	D	f	D	D
45121	Book stores & news dealers . . . . .	53	D	D	D	e	D	D
451211	Book stores . . . . .	47	D	D	D	e	D	D
4512111	Book stores, general . . . . .	28	D	D	D	e	D	D
4512112	Specialty book stores . . . . .	12	D	D	D	b	D	D
4512113	College book stores . . . . .	7	D	D	D	b	D	D
451212	News dealers & newsstands . . . . .	6	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores . . .	30	D	D	D	e	D	D
451220	Prerecorded tape, compact disc, & record stores . .	30	D	D	D	e	D	D
452	General merchandise stores . . . . .	81	D	D	D	j	D	D
4521	Department stores (incl leased depts) ## . . . . .	41	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## . . . . .	41	D	N	N	N	D	D
4521	Department stores (excl leased depts) . . . . .	41	D	D	D	i	D	D
45211	Department stores (excl leased depts) . . . . .	41	D	D	D	i	D	D
452110	Department stores (excl leased depts) . . . . .	41	D	D	D	i	D	D
4521101	Conventional department stores (excl leased depts) . . . . .	14	392 283	43 858	11 098	2 771	—	5.2
4521102	Discount or mass merchandising dept stores (excl leased depts) . . . . .	20	D	D	D	h	D	D
4521103	National chain department stores (excl leased depts) . . . . .	7	226 095	25 633	6 207	1 528	—	5.7
4529	Other general merchandise stores . . . . .	40	D	D	D	g	D	D
45291	Warehouse clubs & superstores . . . . .	4	D	D	D	f	D	D
452910	Warehouse clubs & superstores . . . . .	4	D	D	D	f	D	D
45299	All other general merchandise stores . . . . .	36	D	D	D	f	D	D
452990	All other general merchandise stores . . . . .	36	D	D	D	f	D	D
4529901	Variety stores . . . . .	12	D	D	D	b	D	D
4529902	Catalog showrooms . . . . .	4	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores . . . . .	20	D	D	D	e	D	D
453	Miscellaneous store retailers . . . . .	570	D	D	D	h	D	D
4531	Florists . . . . .	84	D	D	D	e	D	D
45311	Florists . . . . .	84	D	D	D	e	D	D
453110	Florists . . . . .	84	D	D	D	e	D	D
4532	Office supplies, stationery, & gift stores . . . . .	239	D	D	D	g	D	D
45321	Office supplies & stationery stores . . . . .	22	D	D	D	f	D	D
453210	Office supplies & stationery stores . . . . .	22	D	D	D	f	D	D
4532101	Stationery stores . . . . .	3	D	D	D	a	D	D
4532102	Office supplies stores . . . . .	19	D	D	D	f	D	D
45322	Gift, novelty, & souvenir stores . . . . .	217	D	D	D	g	D	D
453220	Gift, novelty, & souvenir stores . . . . .	217	D	D	D	g	D	D
4533	Used merchandise stores . . . . .	59	D	D	D	e	D	D
45331	Used merchandise stores . . . . .	59	D	D	D	e	D	D
453310	Used merchandise stores . . . . .	59	D	D	D	e	D	D
4539	Other miscellaneous store retailers . . . . .	188	D	D	D	g	D	D
45391	Pet & pet supplies stores . . . . .	29	39 405	5 072	1 531	389	2.9	3.8
453910	Pet & pet supplies stores . . . . .	29	39 405	5 072	1 531	389	2.9	3.8
45392	Art dealers . . . . .	28	D	D	D	c	D	D
453920	Art dealers . . . . .	28	D	D	D	c	D	D
45393	Manufactured (mobile) home dealers . . . . .	19	40 189	4 887	766	170	7.6	1.9
453930	Manufactured (mobile) home dealers . . . . .	19	40 189	4 887	766	170	7.6	1.9
45399	All other miscellaneous store retailers . . . . .	112	D	D	D	f	D	D
454	Nonstore retailers . . . . .	131	944 787	60 005	14 380	2 044	2.9	44.9
4541	Electronic shopping & mail-order houses . . . . .	41	D	D	D	g	D	D
45411	Electronic shopping & mail-order houses . . . . .	41	D	D	D	g	D	D
454110	Electronic shopping & mail-order houses . . . . .	41	D	D	D	g	D	D
4542	Vending machine operators . . . . .	28	D	D	D	c	D	D
45421	Vending machine operators . . . . .	28	D	D	D	c	D	D
454210	Vending machine operators . . . . .	28	D	D	D	c	D	D
4543	Direct selling establishments . . . . .	62	84 919	13 958	3 083	570	9.0	2.5
45431	Fuel dealers . . . . .	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers . . .	3	D	D	D	b	D	D
454319	Other fuel dealers . . . . .	2	D	D	D	a	D	D
45439	Other direct selling establishments . . . . .	57	D	D	D	f	D	D
454390	Other direct selling establishments . . . . .	57	D	D	D	f	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>DOUGLAS COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>141</b>	<b>203 314</b>	<b>23 504</b>	<b>5 434</b>	<b>1 143</b>	<b>12.2</b>	<b>6.6</b>
441	Motor vehicle & parts dealers .....	10	27 012	3 370	740	97	3.7	4.9
4413	Automotive parts, accessories, & tire stores .....	8	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	5	12 195	1 580	345	35	8.1	—
441310	Automotive parts & accessories stores .....	5	12 195	1 580	345	35	8.1	—
442	Furniture & home furnishings stores .....	6	5 622	850	232	32	—	—
4422	Home furnishings stores .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	8	2 647	386	93	24	—	20.4
4431	Electronics & appliance stores .....	8	2 647	386	93	24	—	20.4
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 .....	20	35 388	4 377	939	206	.3	1.9
4441	Building material & supplies dealers .....	14	33 760	4 125	902	173	—	2.0
44419	Other building material dealers .....	10	30 525	3 591	777	149	—	—
444190	Other building material dealers .....	10	30 525	3 591	777	149	—	—
445	Food & beverage stores .....	19	71 494	8 021	1 822	363	1.7	11.2
4451	Grocery stores .....	14	63 682	7 396	1 687	336	1.3	11.6
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	6	D	D	D	b	D	D
4461	Health & personal care stores .....	6	D	D	D	b	D	D
447	Gasoline stations .....	12	27 484	1 069	260	94	48.8	—
448	Clothing & clothing accessories stores .....	20	6 821	1 029	292	91	5.9	7.6
4481	Clothing stores .....	10	4 072	630	202	56	—	4.2
44819	Other clothing stores .....	4	D	D	D	b	D	D
448190	Other clothing stores .....	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	4	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
45392	Art dealers .....	3	D	D	D	a	D	D
453920	Art dealers .....	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	14	7 500	2 158	535	88	3.9	.8
4543	Direct selling establishments .....	8	5 362	503	122	27	4.9	—
45439	Other direct selling establishments .....	5	2 819	248	54	18	9.3	—
454390	Other direct selling establishments .....	5	2 819	248	54	18	9.3	—
<b>ELKO COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>171</b>	<b>426 801</b>	<b>39 088</b>	<b>9 163</b>	<b>2 226</b>	<b>6.9</b>	<b>3.5</b>
441	Motor vehicle & parts dealers .....	25	86 875	8 634	1 908	345	5.4	.5
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
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	14	19 956	3 008	675	133	7.3	1.5
44131	Automotive parts & accessories stores .....	9	14 563	1 839	414	83	7.8	2.1
441310	Automotive parts & accessories stores .....	9	14 563	1 839	414	83	7.8	2.1
44132	Tire dealers .....	5	5 393	1 169	261	50	6.0	—
441320	Tire dealers .....	5	5 393	1 169	261	50	6.0	—
442	Furniture & home furnishings stores .....	8	6 951	1 003	267	45	20.3	5.7
4421	Furniture stores .....	5	6 481	945	253	41	14.5	6.1
44211	Furniture stores .....	5	6 481	945	253	41	14.5	6.1
442110	Furniture stores .....	5	6 481	945	253	41	14.5	6.1
443	Electronics & appliance stores .....	8	3 284	355	90	25	35.7	—
4431	Electronics & appliance stores .....	8	3 284	355	90	25	35.7	—
44311	Appliance, television, & other electronics stores .....	7	D	D	D	a	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	18	40 866	3 779	921	214	6.1	5.0
4441	Building material & supplies dealers .....	13	34 882	3 146	799	166	7.0	5.0
44419	Other building material dealers .....	8	22 755	1 824	501	75	—	5.6
444190	Other building material dealers .....	8	22 755	1 824	501	75	—	5.6
4442	Lawn & garden equipment & supplies stores .....	5	5 984	633	122	48	.7	5.4
44422	Nursery & garden centers .....	5	5 984	633	122	48	.7	5.4
444220	Nursery & garden centers .....	5	5 984	633	122	48	.7	5.4
445	Food & beverage stores .....	21	95 419	9 768	2 358	602	7.4	10.5
4451	Grocery stores .....	17	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	15	89 884	9 350	2 250	559	7.1	10.2
445110	Supermarkets & other grocery (except convenience) stores .....	15	89 884	9 350	2 250	559	7.1	10.2

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>ELKO COUNTY, NV—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
446	Health & personal care stores .....	5	D	D	D	b	D	D
4461	Health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	23	63 011	2 946	679	246	5.9	.8
4471	Gasoline stations .....	23	63 011	2 946	679	246	5.9	.8
44719	Other gasoline stations .....	13	46 859	1 912	452	158	7.1	—
447190	Other gasoline stations .....	13	46 859	1 912	452	158	7.1	—
448	Clothing & clothing accessories stores .....	15	18 746	2 249	586	144	6.1	6.7
4481	Clothing stores .....	9	15 676	1 741	415	122	7.3	4.9
44814	Family clothing stores .....	5	13 808	1 549	369	93	6.4	5.5
448140	Family clothing stores .....	5	13 808	1 549	369	93	6.4	5.5
451	Sporting goods, hobby, book, & music stores .....	11	D	D	D	a	D	D
452	General merchandise stores .....	5	52 677	4 657	1 150	374	—	—
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
45321	Office supplies & stationery stores .....	2	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	a	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	13	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	7	15 168	1 064	172	26	27.8	.3
453930	Manufactured (mobile) home dealers .....	7	15 168	1 064	172	26	27.8	.3
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	10	24 198	2 717	562	71	3.0	.3
4543	Direct selling establishments .....	8	D	D	D	b	D	D
45431	Fuel dealers .....	7	D	D	D	b	D	D
454311	Heating oil dealers .....	1	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	6	D	D	D	b	D	D
<b>ESMERALDA COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
447	Gasoline stations .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>EUREKA COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>7</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	b	D	D
4441	Building material & supplies dealers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
<b>HUMBOLDT COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>79</b>	<b>193 717</b>	<b>15 695</b>	<b>3 783</b>	<b>967</b>	<b>4.1</b>	<b>10.0</b>
441	Motor vehicle & parts dealers .....	12	63 396	4 435	1 107	157	1.7	18.7
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
4413	Automotive parts, accessories, & tire stores .....	6	D	D	D	b	D	D
44132	Tire dealers .....	3	6 643	735	161	35	—	—
441320	Tire dealers .....	3	6 643	735	161	35	—	—
442	Furniture & home furnishings stores .....	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 .....	6	22 635	2 605	542	128	—	—
4441	Building material & supplies dealers .....	5	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 .....	3	12 428	1 027	223	42	—	—
444190	Other building material dealers .....	3	12 428	1 027	223	42	—	—
445	Food & beverage stores .....	10	D	D	D	c	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 <sup>1</sup>	Estimated <sup>2</sup>	
<b>HUMBOLDT COUNTY, NV—Con.</b>									
<b>44-45</b>	<b>Retail trade—Con.</b>								
446	Health & personal care stores .....	1	D	D	D	a	D	D	
44619	Other health & personal care stores .....	1	D	D	D	a	D	D	
446199	All other health & personal care stores .....	1	D	D	D	a	D	D	
447	Gasoline stations .....	15	31 861	1 808	418	138	7.8	3.2	
448	Clothing & clothing accessories stores .....	10	8 358	847	191	86	18.8	.9	
4481	Clothing stores .....	5	D	D	D	b	D	D	
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D	
452	General merchandise stores .....	1	D	D	D	c	D	D	
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D	
4539	Other miscellaneous store retailers .....	6	D	D	D	b	D	D	
45393	Manufactured (mobile) home dealers .....	5	16 102	728	257	28	4.7	—	
453930	Manufactured (mobile) home dealers .....	5	16 102	728	257	28	4.7	—	
454	Nonstore retailers .....	4	3 756	488	141	24	—	—	
<b>LANDER COUNTY, NV</b>									
<b>44-45</b>	<b>Retail trade .....</b>	<b>20</b>	<b>36 592</b>	<b>3 998</b>	<b>888</b>	<b>311</b>	<b>22.4</b>	<b>2.3</b>	
441	Motor vehicle & parts dealers .....	3	3 831	590	146	30	D	—	
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D	
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D	
4441	Building material & supplies dealers .....	2	D	D	D	b	D	D	
445	Food & beverage stores .....	3	9 679	1 031	235	103	—	—	
446	Health & personal care stores .....	1	D	D	D	a	D	D	
447	Gasoline stations .....	7	13 924	1 532	331	130	16.4	—	
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	
4539	Other miscellaneous store retailers .....	1	D	D	D	a	D	D	
<b>LINCOLN COUNTY, NV</b>									
<b>44-45</b>	<b>Retail trade .....</b>	<b>15</b>	<b>12 526</b>	<b>1 487</b>	<b>308</b>	<b>141</b>	<b>33.2</b>	<b>8.5</b>	
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D	
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 .....	7	6 446	730	153	67	38.6	4.5	
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 .....	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>LYON COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>81</b>	<b>140 562</b>	<b>13 856</b>	<b>2 972</b>	<b>723</b>	<b>16.1</b>	<b>4.0</b>
441	Motor vehicle & parts dealers .....	11	19 922	1 815	214	70	14.4	11.3
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	1 159	131	21	16	—	10.9
444	Building material & garden equipment & supplies dealers .....	12	8 396	938	226	51	12.8	—
4441	Building material & supplies dealers .....	7	5 432	543	125	30	17.9	—
445	Food & beverage stores .....	11	35 365	3 635	824	179	17.2	2.6
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	17	49 276	3 606	797	276	23.2	3.2
4471	Gasoline stations .....	17	49 276	3 606	797	276	23.2	3.2
44719	Other gasoline stations .....	8	36 687	2 601	569	195	29.7	—
447190	Other gasoline stations .....	8	36 687	2 601	569	195	29.7	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	3	196	27	5	3	—	20.9
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	10	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	3	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	3	D	D	D	b	D	D
454	Nonstore retailers .....	6	9 116	1 438	375	60	—	5.6
4543	Direct selling establishments .....	4	D	D	D	b	D	D
454319	Other fuel dealers .....	1	D	D	D	a	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
<b>MINERAL COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>23</b>	<b>32 128</b>	<b>2 703</b>	<b>591</b>	<b>172</b>	<b>12.9</b>	<b>36.1</b>
441	Motor vehicle & parts dealers .....	6	14 052	745	176	26	18.1	77.0
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	4 392	445	93	23	—	17.5
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
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>NYE COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>107</b>	<b>140 426</b>	<b>12 999</b>	<b>2 948</b>	<b>777</b>	<b>9.3</b>	<b>9.3</b>
441	Motor vehicle & parts dealers .....	12	8 857	1 085	260	62	11.3	30.3
442	Furniture & home furnishings stores .....	7	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	15	15 733	1 439	307	93	16.7	1.8
4441	Building material & supplies dealers .....	11	D	D	D	b	D	D
445	Food & beverage stores .....	12	D	D	D	e	D	D
4451	Grocery stores .....	10	49 888	5 045	1 329	252	2.6	5.2
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	19	27 723	2 040	440	172	13.6	12.8
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 .....	4	616	61	11	8	40.4	—
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	a	D	D
451212	News dealers & newsstands .....	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>NYE COUNTY, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	4	D	D	D	a	D	D
453	Miscellaneous store retailers .....	14	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	9	20 393	1 317	116	50	1.8	.3
45393	Manufactured (mobile) home dealers .....	9	20 393	1 317	116	50	1.8	.3
453930	Manufactured (mobile) home dealers .....	9	20 393	1 317	116	50	1.8	.3
454	Nonstore retailers .....	11	7 944	907	240	55	3.0	31.3
4543	Direct selling establishments .....	8	6 983	839	219	46	2.4	33.8
45431	Fuel dealers .....	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	6	D	D	D	b	D	D
<b>PERSHING COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>21</b>	<b>36 352</b>	<b>2 433</b>	<b>591</b>	<b>177</b>	<b>6.8</b>	<b>.2</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	9	25 366	1 230	339	100	6.2	.2
44719	Other gasoline stations .....	6	D	D	D	b	D	D
447190	Other gasoline stations .....	6	D	D	D	b	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 .....	1	D	D	D	a	D	D
<b>STOREY COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>24</b>	<b>7 546</b>	<b>1 378</b>	<b>234</b>	<b>82</b>	<b>26.1</b>	<b>26.6</b>
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 .....	6	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	14	4 971	907	138	60	20.0	27.2
4532	Office supplies, stationery, & gift stores .....	14	4 971	907	138	60	20.0	27.2
45322	Gift, novelty, & souvenir stores .....	14	4 971	907	138	60	20.0	27.2
453220	Gift, novelty, & souvenir stores .....	14	4 971	907	138	60	20.0	27.2
<b>WASHOE COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>1 328</b>	<b>3 751 114</b>	<b>389 506</b>	<b>91 571</b>	<b>19 418</b>	<b>8.1</b>	<b>2.6</b>
441	Motor vehicle & parts dealers .....	155	905 711	85 532	19 277	2 376	16.4	2.3
4411	Automobile dealers .....	55	717 803	58 476	13 012	1 294	19.6	.9
44111	New car dealers .....	22	634 187	52 992	11 741	1 114	16.9	.9
441110	New car dealers .....	22	634 187	52 992	11 741	1 114	16.9	.9
44112	Used car dealers .....	33	83 616	5 484	1 271	180	40.5	1.2
441120	Used car dealers .....	33	83 616	5 484	1 271	180	40.5	1.2
4412	Other motor vehicle dealers .....	28	66 374	6 839	1 432	235	3.8	5.0
44121	Recreational vehicle dealers .....	10	29 071	3 240	602	97	5.1	3.6
441210	Recreational vehicle dealers .....	10	29 071	3 240	602	97	5.1	3.6
44122	Motorcycle, boat, & other motor vehicle dealers .....	18	37 303	3 599	830	138	2.9	6.1
441221	Motorcycle dealers .....	9	24 182	2 081	494	75	3.6	6.8
441222	Boat dealers .....	6	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	72	121 534	20 217	4 833	847	4.3	9.1
44131	Automotive parts & accessories stores .....	47	100 536	15 675	3 780	688	3.9	5.2
441310	Automotive parts & accessories stores .....	47	100 536	15 675	3 780	688	3.9	5.2
44132	Tire dealers .....	25	20 998	4 542	1 053	159	6.2	27.4
441320	Tire dealers .....	25	20 998	4 542	1 053	159	6.2	27.4

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>WASHOE COUNTY, NV—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
442	Furniture & home furnishings stores .....	81	81 141	11 519	2 836	541	10.6	13.6
4421	Furniture stores .....	37	50 827	6 656	1 695	295	6.4	14.3
442110	Furniture stores .....	37	50 827	6 656	1 695	295	6.4	14.3
4422	Home furnishings stores .....	44	30 314	4 863	1 141	246	17.7	12.5
44221	Floor covering stores .....	16	15 901	2 656	617	107	11.6	17.1
442210	Floor covering stores .....	16	15 901	2 656	617	107	11.6	17.1
44229	Other home furnishings stores .....	28	14 413	2 207	524	139	24.5	7.4
442299	All other home furnishings stores .....	21	D	D	D	c	D	D
443	Electronics & appliance stores .....	67	112 734	13 790	3 381	616	13.5	5.5
4431	Electronics & appliance stores .....	67	112 734	13 790	3 381	616	13.5	5.5
44311	Appliance, television, & other electronics stores .....	36	74 366	8 642	2 247	407	12.0	4.0
443112	Radio, television, & other electronics stores .....	25	67 044	7 678	2 018	344	13.2	.6
44312	Computer & software stores .....	27	D	D	D	c	D	D
443120	Computer & software stores .....	27	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 .....	108	388 224	43 535	10 873	1 771	5.3	1.3
4441	Building material & supplies dealers .....	89	362 429	40 580	10 330	1 632	2.7	.8
44411	Home centers .....	4	D	D	D	f	D	D
444110	Home centers .....	4	D	D	D	f	D	D
44412	Paint & wallpaper stores .....	9	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	9	D	D	D	b	D	D
44413	Hardware stores .....	13	18 013	2 441	591	123	.5	1.0
444130	Hardware stores .....	13	18 013	2 441	591	123	.5	1.0
44419	Other building material dealers .....	63	226 874	26 390	6 620	896	4.2	1.2
444190	Other building material dealers .....	63	226 874	26 390	6 620	896	4.2	1.2
4442	Lawn & garden equipment & supplies stores .....	19	25 795	2 955	543	139	41.5	8.8
44422	Nursery & garden centers .....	16	21 604	2 512	439	106	46.5	10.5
444220	Nursery & garden centers .....	16	21 604	2 512	439	106	46.5	10.5
445	Food & beverage stores .....	138	616 488	67 437	15 700	3 456	3.5	1.8
4451	Grocery stores .....	102	589 262	64 356	15 056	3 283	2.7	1.6
44511	Supermarkets & other grocery (except convenience) stores .....	70	564 241	61 501	14 334	3 053	1.4	.6
445110	Supermarkets & other grocery (except convenience) stores .....	70	564 241	61 501	14 334	3 053	1.4	.6
44512	Convenience stores .....	32	25 021	2 855	722	230	30.3	23.0
445120	Convenience stores .....	32	25 021	2 855	722	230	30.3	23.0
4452	Specialty food stores .....	20	8 582	1 454	329	108	28.6	6.9
446	Health & personal care stores .....	81	110 051	14 158	3 442	676	9.9	2.6
4461	Health & personal care stores .....	81	110 051	14 158	3 442	676	9.9	2.6
44612	Cosmetics, beauty supplies, & perfume stores .....	16	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	16	D	D	D	b	D	D
44613	Optical goods stores .....	14	D	D	D	b	D	D
446130	Optical goods stores .....	14	D	D	D	b	D	D
44619	Other health & personal care stores .....	22	D	D	D	b	D	D
446191	Food (health) supplement stores .....	14	D	D	D	b	D	D
447	Gasoline stations .....	103	263 384	18 684	4 062	1 140	14.2	2.2
4471	Gasoline stations .....	103	263 384	18 684	4 062	1 140	14.2	2.2
44711	Gasoline stations with convenience stores .....	67	120 325	8 275	1 869	607	21.7	4.7
447110	Gasoline stations with convenience stores .....	67	120 325	8 275	1 869	607	21.7	4.7
44719	Other gasoline stations .....	36	143 059	10 409	2 193	533	7.9	.1
447190	Other gasoline stations .....	36	143 059	10 409	2 193	533	7.9	.1
448	Clothing & clothing accessories stores .....	184	134 347	15 624	3 712	1 280	4.8	9.0
4481	Clothing stores .....	106	91 224	9 597	2 295	886	4.5	9.3
44814	Family clothing stores .....	32	48 633	4 429	1 072	405	5.1	3.0
448140	Family clothing stores .....	32	48 633	4 429	1 072	405	5.1	3.0
44819	Other clothing stores .....	18	12 902	1 533	377	146	2.2	4.5
448190	Other clothing stores .....	18	12 902	1 533	377	146	2.2	4.5
4482105	Athletic footwear stores .....	7	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	38	21 234	3 442	820	185	9.2	12.4
44831	Jewelry stores .....	35	19 780	3 256	779	170	9.9	12.7
448310	Jewelry stores .....	35	19 780	3 256	779	170	9.9	12.7
44832	Luggage & leather goods stores .....	3	1 454	186	41	15	—	8.3
448320	Luggage & leather goods stores .....	3	1 454	186	41	15	—	8.3

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>WASHOE COUNTY, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores . . . . .	95	105 571	13 039	3 095	952	5.0	4.1
4511	Sporting goods, hobby, & musical instrument stores . .	67	D	D	D	f	D	D
45111	Sporting goods stores . . . . .	41	D	D	D	e	D	D
451110	Sporting goods stores . . . . .	41	D	D	D	e	D	D
4511101	General-line sporting goods stores . . . . .	8	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores . . . . .	33	D	D	D	c	D	D
45112	Hobby, toy, & game stores . . . . .	14	21 961	2 477	485	161	7.8	—
451120	Hobby, toy, & game stores . . . . .	14	21 961	2 477	485	161	7.8	—
45113	Sewing, needlework, & piece goods stores . . . . .	8	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores . . . . .	8	D	D	D	b	D	D
45114	Musical instrument & supplies stores . . . . .	4	D	D	D	b	D	D
451140	Musical instrument & supplies stores . . . . .	4	D	D	D	b	D	D
4512	Book, periodical, & music stores . . . . .	28	D	D	D	e	D	D
45121	Book stores & news dealers . . . . .	15	D	D	D	c	D	D
451211	Book stores . . . . .	11	D	D	D	c	D	D
4512111	Book stores, general . . . . .	6	D	D	D	c	D	D
4512112	Specialty book stores . . . . .	4	D	D	D	b	D	D
451212	News dealers & newsstands . . . . .	4	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores . . .	13	D	D	D	c	D	D
451220	Prerecorded tape, compact disc, & record stores . . .	13	D	D	D	c	D	D
452	General merchandise stores . . . . .	31	608 995	53 810	12 749	3 906	—	.5
4521	Department stores (incl leased depts) ## . . . . .	17	423 017	N	N	N	—	—
45211	Department stores (incl leased depts) ## . . . . .	17	423 017	N	N	N	—	—
4521	Department stores (excl leased depts) . . . . .	17	418 286	42 366	9 922	3 175	—	—
45211	Department stores (excl leased depts) . . . . .	17	418 286	42 366	9 922	3 175	—	—
452110	Department stores (excl leased depts) . . . . .	17	418 286	42 366	9 922	3 175	—	—
4521101	Conventional department stores (excl leased depts) . . . . .	4	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) . . . . .	9	197 050	18 956	4 323	1 497	—	—
4521103	National chain department stores (excl leased depts) . . . . .	4	D	D	D	f	D	D
4529	Other general merchandise stores . . . . .	14	190 709	11 444	2 827	731	—	1.4
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
4529903	Miscellaneous general merchandise stores . . . . .	5	D	D	D	b	D	D
453	Miscellaneous store retailers . . . . .	205	196 635	19 794	4 521	1 352	10.5	3.3
4532	Office supplies, stationery, & gift stores . . . . .	72	63 988	6 274	1 578	522	7.2	1.9
45321	Office supplies & stationery stores . . . . .	15	D	D	D	c	D	D
453210	Office supplies & stationery stores . . . . .	15	D	D	D	c	D	D
4532102	Office supplies stores . . . . .	15	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores . . . . .	57	D	D	D	e	D	D
453220	Gift, novelty, & souvenir stores . . . . .	57	D	D	D	e	D	D
4533	Used merchandise stores . . . . .	39	14 276	2 912	612	204	17.8	14.4
45331	Used merchandise stores . . . . .	39	14 276	2 912	612	204	17.8	14.4
453310	Used merchandise stores . . . . .	39	14 276	2 912	612	204	17.8	14.4
4539	Other miscellaneous store retailers . . . . .	70	110 376	8 283	1 793	452	11.6	2.7
45391	Pet & pet supplies stores . . . . .	13	12 670	1 246	290	78	7.6	.9
453910	Pet & pet supplies stores . . . . .	13	12 670	1 246	290	78	7.6	.9
45392	Art dealers . . . . .	11	5 997	1 169	298	65	26.9	—
453920	Art dealers . . . . .	11	5 997	1 169	298	65	26.9	—
45393	Manufactured (mobile) home dealers . . . . .	14	62 554	3 323	645	146	15.8	—
453930	Manufactured (mobile) home dealers . . . . .	14	62 554	3 323	645	146	15.8	—
45399	All other miscellaneous store retailers . . . . .	32	29 155	2 545	560	163	1.1	9.8
454	Nonstore retailers . . . . .	80	227 833	32 584	7 923	1 352	4.7	4.7
4541	Electronic shopping & mail-order houses . . . . .	28	159 594	24 245	5 992	1 034	5.5	4.0
45411	Electronic shopping & mail-order houses . . . . .	28	159 594	24 245	5 992	1 034	5.5	4.0
454110	Electronic shopping & mail-order houses . . . . .	28	159 594	24 245	5 992	1 034	5.5	4.0
4543	Direct selling establishments . . . . .	38	61 940	7 077	1 698	267	2.8	6.7
45431	Fuel dealers . . . . .	14	43 106	4 012	1 005	127	—	8.2
454311	Heating oil dealers . . . . .	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers . . . . .	7	D	D	D	b	D	D
454319	Other fuel dealers . . . . .	1	D	D	D	a	D	D
45439	Other direct selling establishments . . . . .	24	18 834	3 065	693	140	9.2	3.1
454390	Other direct selling establishments . . . . .	24	18 834	3 065	693	140	9.2	3.1

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>WHITE PINE COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>51</b>	<b>55 543</b>	<b>6 106</b>	<b>1 367</b>	<b>376</b>	<b>6.3</b>	<b>24.9</b>
441	Motor vehicle & parts dealers .....	4	13 148	1 203	279	43	—	—
442	Furniture & home furnishings stores .....	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	3	2 575	434	84	25	—	4.8
4441	Building material & supplies dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	5	15 174	1 519	340	109	2.0	89.4
446	Health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	11	9 798	810	185	71	5.0	—
448	Clothing & clothing accessories stores .....	4	2 176	187	45	13	20.3	—
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	8	D	D	D	b	D	D
454	Nonstore retailers .....	4	D	D	D	b	D	D
4543	Direct selling establishments .....	3	4 321	631	163	23	—	—
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	4 321	631	163	23	—	—
<b>CARSON CITY, NV (IC)</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>262</b>	<b>678 405</b>	<b>66 080</b>	<b>15 456</b>	<b>3 383</b>	<b>5.4</b>	<b>4.8</b>
441	Motor vehicle & parts dealers .....	44	217 632	16 830	3 263	568	4.0	8.3
4411	Automobile dealers .....	16	180 452	12 522	2 304	379	.3	8.3
44111	New car dealers .....	9	173 252	11 746	2 126	346	—	8.6
441110	New car dealers .....	9	173 252	11 746	2 126	346	—	8.6
4412	Other motor vehicle dealers .....	10	20 927	1 904	405	81	11.5	4.1
44121	Recreational vehicle dealers .....	3	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	7	D	D	D	b	D	D
441221	Motorcycle dealers .....	3	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	18	16 253	2 404	554	108	35.1	14.0
44131	Automotive parts & accessories stores .....	10	10 316	1 179	258	64	29.8	4.3
441310	Automotive parts & accessories stores .....	10	10 316	1 179	258	64	29.8	4.3
44132	Tire dealers .....	8	5 937	1 225	296	44	44.3	30.8
441320	Tire dealers .....	8	5 937	1 225	296	44	44.3	30.8
442	Furniture & home furnishings stores .....	16	15 837	3 029	751	153	15.0	18.1
4421	Furniture stores .....	6	8 512	1 478	348	60	2.5	27.5
44211	Furniture stores .....	6	8 512	1 478	348	60	2.5	27.5
442110	Furniture stores .....	6	8 512	1 478	348	60	2.5	27.5
4422	Home furnishings stores .....	10	7 325	1 551	403	93	29.4	7.1
44221	Floor covering stores .....	8	D	D	D	b	D	D
442210	Floor covering stores .....	8	D	D	D	b	D	D
443	Electronics & appliance stores .....	15	11 334	1 380	403	68	3.2	10.0
4431	Electronics & appliance stores .....	15	11 334	1 380	403	68	3.2	10.0
44311	Appliance, television, & other electronics stores .....	12	9 388	1 181	364	58	3.9	12.1
443111	Household appliance stores .....	6	5 537	635	244	32	6.6	12.4
443112	Radio, television, & other electronics stores .....	6	3 851	546	120	26	—	11.7
44312	Computer & software stores .....	3	1 946	199	39	10	—	—
443120	Computer & software stores .....	3	1 946	199	39	10	—	—
444	Building material & garden equipment & supplies dealers .....	24	57 650	7 062	1 611	309	2.1	.4
4441	Building material & supplies dealers .....	21	D	D	D	e	D	D
44412	Paint & wallpaper stores .....	2	D	D	D	e	D	D
444120	Paint & wallpaper stores .....	2	D	D	D	a	D	D
44419	Other building material dealers .....	16	48 546	5 514	1 209	223	1.8	—
444190	Other building material dealers .....	16	48 546	5 514	1 209	223	1.8	—
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	16	121 878	13 437	3 108	641	3.5	.7
4451	Grocery stores .....	14	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	11	118 491	13 159	3 051	618	3.2	.7
445110	Supermarkets & other grocery (except convenience) stores .....	11	118 491	13 159	3 051	618	3.2	.7
446	Health & personal care stores .....	13	D	D	D	c	D	D
4461	Health & personal care stores .....	13	D	D	D	c	D	D
44619	Other health & personal care stores .....	6	D	D	D	b	D	D
446191	Food (health) supplement stores .....	4	D	D	D	a	D	D

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CARSON CITY, NV (IC)—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
447	Gasoline stations .....	23	48 515	2 313	506	166	24.1	11.5
4471	Gasoline stations .....	23	48 515	2 313	506	166	24.1	11.5
44711	Gasoline stations with convenience stores .....	13	32 324	1 407	294	104	23.5	5.2
447110	Gasoline stations with convenience stores .....	13	32 324	1 407	294	104	23.5	5.2
448	Clothing & clothing accessories stores .....	17	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	29	9 684	1 526	308	111	22.1	2.2
4511	Sporting goods, hobby, & musical instrument stores ..	25	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	2	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	2	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	4	D	D	D	b	D	D
45121	Book stores & news dealers .....	3	D	D	D	a	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 .....	6	D	D	D	f	D	D
4521101	Conventional department stores (excl leased depts) .....	2	D	D	D	c	D	D
4529	Other general merchandise stores .....	2	D	D	D	e	D	D
453	Miscellaneous store retailers .....	37	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	8	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	3	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	3	D	D	D	b	D	D
4532102	Office supplies stores .....	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	20	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	4	D	D	D	a	D	D
453910	Pet & pet supplies stores .....	4	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	3	5 128	261	76	14	D	—
453930	Manufactured (mobile) home dealers .....	3	5 128	261	76	14	D	—
45399	All other miscellaneous store retailers .....	11	D	D	D	b	D	D
454	Nonstore retailers .....	22	15 178	2 805	1 081	112	15.0	15.5
4541	Electronic shopping & mail-order houses .....	10	10 405	1 945	834	62	20.8	16.1
45411	Electronic shopping & mail-order houses .....	10	10 405	1 945	834	62	20.8	16.1
454110	Electronic shopping & mail-order houses .....	10	10 405	1 945	834	62	20.8	16.1
4543	Direct selling establishments .....	12	4 773	860	247	50	2.4	14.1
454319	Other fuel dealers .....	2	D	D	D	a	D	D

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

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

<sup>2</sup>Includes 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 <sup>1</sup>	Estimated <sup>2</sup>
<b>BOULDER CITY, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>51</b>	<b>67 034</b>	<b>6 823</b>	<b>1 541</b>	<b>430</b>	<b>7.1</b>	<b>12.2</b>
441	Motor vehicle & parts dealers .....	5	4 108	611	141	29	—	10.3
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
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 .....	3	3 786	463	117	31	D	—
445	Food & beverage stores .....	4	23 711	2 271	503	148	—	13.1
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 .....	7	16 412	542	129	46	9.0	25.9
448	Clothing & clothing accessories stores .....	4	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	5	D	D	D	b	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	5	5 163	775	145	44	—	—
45322	Gift, novelty, & souvenir stores .....	5	5 163	775	145	44	—	—
453220	Gift, novelty, & souvenir stores .....	5	5 163	775	145	44	—	—
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>CARLIN, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>4</b>	<b>12 987</b>	<b>642</b>	<b>144</b>	<b>67</b>	<b>8.4</b>	<b>6.3</b>
445	Food & beverage stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	2	D	D	D	b	D	D
44719	Other gasoline stations .....	2	D	D	D	b	D	D
447190	Other gasoline stations .....	2	D	D	D	b	D	D
<b>CARSON CITY, NV (IC)</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>262</b>	<b>678 405</b>	<b>66 080</b>	<b>15 456</b>	<b>3 383</b>	<b>5.4</b>	<b>4.8</b>
441	Motor vehicle & parts dealers .....	44	217 632	16 830	3 263	568	4.0	8.3
4411	Automobile dealers .....	16	180 452	12 522	2 304	379	.3	8.3
44111	New car dealers .....	9	173 252	11 746	2 126	346	—	8.6
441110	New car dealers .....	9	173 252	11 746	2 126	346	—	8.6
4412	Other motor vehicle dealers .....	10	20 927	1 904	405	81	11.5	4.1
44121	Recreational vehicle dealers .....	3	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	7	D	D	D	b	D	D
441221	Motorcycle dealers .....	3	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	18	16 253	2 404	554	108	35.1	14.0
44131	Automotive parts & accessories stores .....	10	10 316	1 179	258	64	29.8	4.3
441310	Automotive parts & accessories stores .....	10	10 316	1 179	258	64	29.8	4.3
44132	Tire dealers .....	8	5 937	1 225	296	44	44.3	30.8
441320	Tire dealers .....	8	5 937	1 225	296	44	44.3	30.8
442	Furniture & home furnishings stores .....	16	15 837	3 029	751	153	15.0	18.1
4421	Furniture stores .....	6	8 512	1 478	348	60	2.5	27.5
44211	Furniture stores .....	6	8 512	1 478	348	60	2.5	27.5
442110	Furniture stores .....	6	8 512	1 478	348	60	2.5	27.5
4422	Home furnishings stores .....	10	7 325	1 551	403	93	29.4	7.1
44221	Floor covering stores .....	8	D	D	D	b	D	D
442210	Floor covering stores .....	8	D	D	D	b	D	D
443	Electronics & appliance stores .....	15	11 334	1 380	403	68	3.2	10.0
4431	Electronics & appliance stores .....	15	11 334	1 380	403	68	3.2	10.0
44311	Appliance, television, & other electronics stores .....	12	9 388	1 181	364	58	3.9	12.1
443111	Household appliance stores .....	6	5 537	635	244	32	6.6	12.4
443112	Radio, television, & other electronics stores .....	6	3 851	546	120	26	—	11.7
44312	Computer & software stores .....	3	1 946	199	39	10	—	—
443120	Computer & software stores .....	3	1 946	199	39	10	—	—
444	Building material & garden equipment & supplies dealers .....	24	57 650	7 062	1 611	309	2.1	.4
4441	Building material & supplies dealers .....	21	D	D	D	e	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 .....	16	48 546	5 514	1 209	223	1.8	—
444190	Other building material dealers .....	16	48 546	5 514	1 209	223	1.8	—
4442	Lawn & garden equipment & supplies stores .....	3	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>CARSON CITY, NV (IC)—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
445	Food & beverage stores .....	16	121 878	13 437	3 108	641	3.5	.7
4451	Grocery stores .....	14	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	11	118 491	13 159	3 051	618	3.2	.7
445110	Supermarkets & other grocery (except convenience) stores .....	11	118 491	13 159	3 051	618	3.2	.7
446	Health & personal care stores .....	13	D	D	D	c	D	D
4461	Health & personal care stores .....	13	D	D	D	c	D	D
44619	Other health & personal care stores .....	6	D	D	D	b	D	D
446191	Food (health) supplement stores .....	4	D	D	D	a	D	D
447	Gasoline stations .....	23	48 515	2 313	506	166	24.1	11.5
4471	Gasoline stations .....	23	48 515	2 313	506	166	24.1	11.5
44711	Gasoline stations with convenience stores .....	13	32 324	1 407	294	104	23.5	5.2
447110	Gasoline stations with convenience stores .....	13	32 324	1 407	294	104	23.5	5.2
448	Clothing & clothing accessories stores .....	17	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	29	9 684	1 526	308	111	22.1	2.2
4511	Sporting goods, hobby, & musical instrument stores ..	25	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	2	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	2	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	4	D	D	D	b	D	D
45121	Book stores & news dealers .....	3	D	D	D	a	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 .....	6	D	D	D	f	D	D
4521101	Conventional department stores (excl leased depts) .....	2	D	D	D	c	D	D
4529	Other general merchandise stores .....	2	D	D	D	e	D	D
453	Miscellaneous store retailers .....	37	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	8	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	3	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	3	D	D	D	b	D	D
4532102	Office supplies stores .....	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	20	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	4	D	D	D	a	D	D
453910	Pet & pet supplies stores .....	4	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	3	5 128	261	76	14	D	—
453930	Manufactured (mobile) home dealers .....	3	5 128	261	76	14	D	—
45399	All other miscellaneous store retailers .....	11	D	D	D	b	D	D
454	Nonstore retailers .....	22	15 178	2 805	1 081	112	15.0	15.5
4541	Electronic shopping & mail-order houses .....	10	10 405	1 945	834	62	20.8	16.1
45411	Electronic shopping & mail-order houses .....	10	10 405	1 945	834	62	20.8	16.1
454110	Electronic shopping & mail-order houses .....	10	10 405	1 945	834	62	20.8	16.1
4543	Direct selling establishments .....	12	4 773	860	247	50	2.4	14.1
454319	Other fuel dealers .....	2	D	D	D	a	D	D
<b>ELKO, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>141</b>	<b>357 237</b>	<b>33 290</b>	<b>7 834</b>	<b>1 840</b>	<b>4.8</b>	<b>3.7</b>
441	Motor vehicle & parts dealers .....	20	81 071	8 102	1 798	313	.4	.1
4411	Automobile dealers .....	7	60 462	5 323	1 165	189	—	.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 .....	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	c	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
44132	Tire dealers .....	4	D	D	D	b	D	D
441320	Tire dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	6	D	D	D	b	D	D
4421	Furniture stores .....	3	D	D	D	a	D	D
44211	Furniture stores .....	3	D	D	D	a	D	D
442110	Furniture stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	8	3 284	355	90	25	35.7	—
4431	Electronics & appliance stores .....	8	3 284	355	90	25	35.7	—
44311	Appliance, television, & other electronics stores ....	7	D	D	D	a	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>ELKO, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	17	D	D	D	c	D	D
4441	Building material & supplies dealers .....	13	34 882	3 146	799	166	7.0	5.0
44419	Other building material dealers .....	8	22 755	1 824	501	75	—	5.6
444190	Other building material dealers .....	8	22 755	1 824	501	75	—	5.6
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 .....	13	78 092	7 898	1 856	423	1.5	11.8
4451	Grocery stores .....	12	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	10	75 605	7 698	1 801	402	.7	12.1
445110	Supermarkets & other grocery (except convenience) stores .....	10	75 605	7 698	1 801	402	.7	12.1
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 .....	16	27 591	1 423	338	130	12.0	—
4471	Gasoline stations .....	16	27 591	1 423	338	130	12.0	—
44711	Gasoline stations with convenience stores .....	7	10 332	705	168	61	—	—
447110	Gasoline stations with convenience stores .....	7	10 332	705	168	61	—	—
44719	Other gasoline stations .....	9	17 259	718	170	69	19.2	—
447190	Other gasoline stations .....	9	17 259	718	170	69	19.2	—
448	Clothing & clothing accessories stores .....	15	18 746	2 249	586	144	6.1	6.7
4481	Clothing stores .....	9	15 676	1 741	415	122	7.3	4.9
44814	Family clothing stores .....	5	13 808	1 549	369	93	6.4	5.5
448140	Family clothing stores .....	5	13 808	1 549	369	93	6.4	5.5
4483	Jewelry, luggage, & leather goods stores .....	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	10	D	D	D	a	D	D
452	General merchandise stores .....	5	52 677	4 657	1 150	374	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	2	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 .....	20	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
4532102	Office supplies stores .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	11	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	6	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	6	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D
4543	Direct selling establishments .....	4	19 350	1 523	382	45	—	—
45431	Fuel dealers .....	4	19 350	1 523	382	45	—	—
454311	Heating oil dealers .....	1	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	D	D	D	a	D	D
<b>ELY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>42</b>	<b>50 489</b>	<b>5 649</b>	<b>1 269</b>	<b>349</b>	<b>4.9</b>	<b>27.4</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	3	2 575	434	84	25	—	4.8
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 .....	9	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	a	D	D
452	General merchandise stores .....	1	D	D	D	a	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
453	Miscellaneous store retailers .....	7	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>ELY, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
454	Nonstore retailers .....	4	D	D	D	b	D	D
4543	Direct selling establishments .....	3	4 321	631	163	23	—	—
45431	Fuel dealers .....	3	4 321	631	163	23	—	—
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	4 321	631	163	23	—	—
<b>FALLON, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>65</b>	<b>146 658</b>	<b>14 663</b>	<b>3 313</b>	<b>878</b>	<b>7.6</b>	<b>3.3</b>
441	Motor vehicle & parts dealers .....	8	32 496	3 340	671	84	—	10.5
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	1 102	233	35	20	39.1	10.5
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
44413	Hardware stores .....	1	D	D	D	b	D	D
444130	Hardware stores .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	10	D	D	D	c	D	D
4451	Grocery stores .....	8	37 683	4 205	924	204	1.8	.5
446	Health & personal care stores .....	3	2 470	205	51	17	D	—
447	Gasoline stations .....	6	15 634	631	141	41	—	2.0
44711	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	8	5 754	745	176	55	3.4	3.5
4481	Clothing stores .....	4	4 822	620	146	45	4.1	—
451	Sporting goods, hobby, book, & music stores .....	5	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	e	D	D
453	Miscellaneous store retailers .....	12	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	3	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
4532101	Stationery stores .....	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D
<b>HENDERSON, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>321</b>	<b>1 252 566</b>	<b>113 609</b>	<b>25 527</b>	<b>5 824</b>	<b>5.1</b>	<b>2.0</b>
441	Motor vehicle & parts dealers .....	40	451 048	33 938	7 125	972	5.6	.5
4411	Automobile dealers .....	15	D	D	D	f	D	D
44111	New car dealers .....	9	385 231	25 427	5 861	720	3.8	.1
441110	New car dealers .....	9	385 231	25 427	5 861	720	3.8	.1
44112	Used car dealers .....	6	D	D	D	a	D	D
441120	Used car dealers .....	6	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	9	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 .....	8	16 068	1 790	319	67	57.5	8.2
441221	Motorcycle dealers .....	4	D	D	D	b	D	D
441222	Boat dealers .....	3	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	16	18 531	2 979	674	150	4.3	4.9
44131	Automotive parts & accessories stores .....	9	9 924	1 348	330	74	—	9.1
441310	Automotive parts & accessories stores .....	9	9 924	1 348	330	74	—	9.1
44132	Tire dealers .....	7	8 607	1 631	344	76	9.2	—
441320	Tire dealers .....	7	8 607	1 631	344	76	9.2	—
442	Furniture & home furnishings stores .....	16	13 122	1 483	356	93	10.9	.5
4421	Furniture stores .....	3	1 915	296	52	22	—	3.3
44211	Furniture stores .....	3	1 915	296	52	22	—	3.3
442110	Furniture stores .....	3	1 915	296	52	22	—	3.3
4422	Home furnishings stores .....	13	11 207	1 187	304	71	12.7	—
44229	Other home furnishings stores .....	10	9 070	890	218	58	10.5	—
442299	All other home furnishings stores .....	9	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>HENDERSON, NV—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
443	Electronics & appliance stores .....	18	30 610	2 912	736	142	5.0	3.8
4431	Electronics & appliance stores .....	18	30 610	2 912	736	142	5.0	3.8
44311	Appliance, television, & other electronics stores .....	9	24 254	2 396	626	108	5.7	2.5
443112	Radio, television, & other electronics stores .....	7	D	D	D	c	D	D
44312	Computer & software stores .....	7	D	D	D	b	D	D
443120	Computer & software stores .....	7	D	D	D	b	D	D
44313	Camera & photographic supplies stores .....	2	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	14	62 737	6 877	1 825	332	4.0	1.9
4441	Building material & supplies dealers .....	13	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 .....	8	11 204	1 821	391	76	22.4	1.7
444190	Other building material dealers .....	8	11 204	1 821	391	76	22.4	1.7
445	Food & beverage stores .....	25	199 878	20 807	4 568	1 013	3.6	1.7
4451	Grocery stores .....	20	192 306	19 233	4 201	881	2.1	1.8
44511	Supermarkets & other grocery (except convenience) stores .....	14	186 312	18 641	4 064	844	1.0	.5
445110	Supermarkets & other grocery (except convenience) stores .....	14	186 312	18 641	4 064	844	1.0	.5
44512	Convenience stores .....	6	5 994	592	137	37	35.0	39.7
445120	Convenience stores .....	6	5 994	592	137	37	35.0	39.7
4452	Specialty food stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	28	38 930	5 258	1 262	289	6.9	18.5
4461	Health & personal care stores .....	28	38 930	5 258	1 262	289	6.9	18.5
44611	Pharmacies & drug stores .....	10	28 648	3 386	806	156	7.8	25.1
446110	Pharmacies & drug stores .....	10	28 648	3 386	806	156	7.8	25.1
4461101	Pharmacies & drug stores .....	10	28 648	3 386	806	156	7.8	25.1
44612	Cosmetics, beauty supplies, & perfume stores .....	8	5 411	995	252	81	—	—
446120	Cosmetics, beauty supplies, & perfume stores .....	8	5 411	995	252	81	—	—
44613	Optical goods stores .....	7	3 818	694	157	36	—	—
446130	Optical goods stores .....	7	3 818	694	157	36	—	—
447	Gasoline stations .....	30	83 593	4 718	1 102	323	23.3	3.1
4471	Gasoline stations .....	30	83 593	4 718	1 102	323	23.3	3.1
44711	Gasoline stations with convenience stores .....	20	54 742	3 176	737	218	5.0	4.1
447110	Gasoline stations with convenience stores .....	20	54 742	3 176	737	218	5.0	4.1
44719	Other gasoline stations .....	10	28 851	1 542	365	105	57.9	1.2
447190	Other gasoline stations .....	10	28 851	1 542	365	105	57.9	1.2
448	Clothing & clothing accessories stores .....	74	55 617	7 321	1 645	527	.6	8.7
4481	Clothing stores .....	40	38 305	4 558	1 047	366	—	5.9
44811	Men's clothing stores .....	8	3 667	477	112	49	—	22.2
448110	Men's clothing stores .....	8	3 667	477	112	49	—	22.2
44812	Women's clothing stores .....	12	10 379	1 609	337	106	—	4.6
448120	Women's clothing stores .....	12	10 379	1 609	337	106	—	4.6
44813	Children's & infants' clothing stores .....	4	D	D	D	b	D	D
448130	Children's & infants' clothing stores .....	4	D	D	D	b	D	D
44814	Family clothing stores .....	9	16 304	1 477	366	130	—	5.4
448140	Family clothing stores .....	9	16 304	1 477	366	130	—	5.4
44819	Other clothing stores .....	6	4 243	515	136	47	—	2.0
448190	Other clothing stores .....	6	4 243	515	136	47	—	2.0
4482	Shoe stores .....	20	7 825	908	208	74	—	6.9
44821	Shoe stores .....	20	7 825	908	208	74	—	6.9
448210	Shoe stores .....	20	7 825	908	208	74	—	6.9
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
4482102	Women's shoe stores .....	6	D	D	D	b	D	D
4482104	Family shoe stores .....	9	4 065	439	93	34	—	—
4482105	Athletic footwear stores .....	4	2 214	219	43	10	—	—
4483	Jewelry, luggage, & leather goods stores .....	14	9 487	1 855	390	87	3.3	21.5
44831	Jewelry stores .....	13	D	D	D	b	D	D
448310	Jewelry stores .....	13	D	D	D	b	D	D
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>HENDERSON, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores . . . . .	22	35 103	3 289	735	257	5.5	1.3
4511	Sporting goods, hobby, & musical instrument stores . .	14	25 991	2 396	523	160	6.9	1.8
45111	Sporting goods stores . . . . .	8	12 956	1 405	290	76	—	1.0
451110	Sporting goods stores . . . . .	8	12 956	1 405	290	76	—	1.0
4511101	General-line sporting goods stores . . . . .	3	D	D	D	b	D	D
45112	Hobby, toy, & game stores . . . . .	4	D	D	D	b	D	D
451120	Hobby, toy, & game stores . . . . .	4	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 . . . . .	8	9 112	893	212	97	1.4	—
45121	Book stores & news dealers . . . . .	5	D	D	D	b	D	D
451211	Book stores . . . . .	5	D	D	D	b	D	D
4512111	Book stores, general . . . . .	2	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	a	D	D
45122	Prerecorded tape, compact disc, & record stores . . .	3	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores .	3	D	D	D	b	D	D
452	General merchandise stores . . . . .	10	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## . . . . .	7	172 428	N	N	N	—	—
45211	Department stores (incl leased depts) ## . . . . .	7	172 428	N	N	N	—	—
4521	Department stores (excl leased depts) . . . . .	7	170 359	17 883	3 903	1 226	—	—
45211	Department stores (excl leased depts) . . . . .	7	170 359	17 883	3 903	1 226	—	—
452110	Department stores (excl leased depts) . . . . .	7	170 359	17 883	3 903	1 226	—	—
4521101	Conventional department stores (excl leased depts) . . . . .	3	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) . . . . .	3	91 749	8 263	1 629	606	—	—
4521103	National chain department stores (excl leased depts) . . . . .	1	D	D	D	c	D	D
4529	Other general merchandise stores . . . . .	3	D	D	D	c	D	D
45291	Warehouse clubs & superstores . . . . .	1	D	D	D	c	D	D
452910	Warehouse clubs & superstores . . . . .	1	D	D	D	c	D	D
4529902	Catalog showrooms . . . . .	1	D	D	D	b	D	D
453	Miscellaneous store retailers . . . . .	38	D	D	D	e	D	D
4531	Florists . . . . .	8	D	D	D	b	D	D
45311	Florists . . . . .	8	D	D	D	b	D	D
453110	Florists . . . . .	8	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores . . . . .	19	D	D	D	c	D	D
45321	Office supplies & stationery stores . . . . .	2	D	D	D	b	D	D
453210	Office supplies & stationery stores . . . . .	2	D	D	D	b	D	D
4532102	Office supplies stores . . . . .	2	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores . . . . .	17	8 371	1 242	281	124	5.5	4.6
453220	Gift, novelty, & souvenir stores . . . . .	17	8 371	1 242	281	124	5.5	4.6
4533	Used merchandise stores . . . . .	3	655	177	32	11	D	39.4
45331	Used merchandise stores . . . . .	3	655	177	32	11	D	39.4
453310	Used merchandise stores . . . . .	3	655	177	32	11	D	39.4
4539	Other miscellaneous store retailers . . . . .	8	D	D	D	b	D	D
45391	Pet & pet supplies stores . . . . .	4	6 095	672	173	53	—	6.7
453910	Pet & pet supplies stores . . . . .	4	6 095	672	173	53	—	6.7
45399	All other miscellaneous store retailers . . . . .	4	D	D	D	a	D	D
454	Nonstore retailers . . . . .	6	17 087	1 815	339	127	.2	—
4541	Electronic shopping & mail-order houses . . . . .	2	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses . . . . .	2	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses . . . . .	2	D	D	D	c	D	D
4543	Direct selling establishments . . . . .	4	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
<b>LAS VEGAS, NV</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>1 516</b>	<b>5 811 508</b>	<b>535 734</b>	<b>126 392</b>	<b>24 600</b>	<b>3.4</b>	<b>11.4</b>
441	Motor vehicle & parts dealers . . . . .	136	1 550 717	139 391	32 863	3 566	.9	2.8
4411	Automobile dealers . . . . .	55	1 453 172	123 387	29 373	2 895	.6	2.7
44111	New car dealers . . . . .	24	1 393 322	117 805	28 019	2 701	—	2.3
441110	New car dealers . . . . .	24	1 393 322	117 805	28 019	2 701	—	2.3
44112	Used car dealers . . . . .	31	59 850	5 582	1 354	194	13.2	13.8
441120	Used car dealers . . . . .	31	59 850	5 582	1 354	194	13.2	13.8
4412	Other motor vehicle dealers . . . . .	14	22 467	2 710	606	105	1.7	5.2
44121	Recreational vehicle dealers . . . . .	5	11 343	1 362	283	45	—	—
441210	Recreational vehicle dealers . . . . .	5	11 343	1 362	283	45	—	—
44122	Motorcycle, boat, & other motor vehicle dealers . . . .	9	11 124	1 348	323	60	3.5	10.5
441221	Motorcycle dealers . . . . .	4	8 641	1 005	233	33	4.5	—
441229	All other motor vehicle dealers . . . . .	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores . . . . .	67	75 078	13 294	2 884	566	6.8	3.2
44131	Automotive parts & accessories stores . . . . .	49	52 184	7 469	1 833	394	5.6	4.6
441310	Automotive parts & accessories stores . . . . .	49	52 184	7 469	1 833	394	5.6	4.6
44132	Tire dealers . . . . .	18	22 894	5 825	1 051	172	9.8	—
441320	Tire dealers . . . . .	18	22 894	5 825	1 051	172	9.8	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LAS VEGAS, NV—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
442	Furniture & home furnishings stores .....	103	153 805	23 847	5 631	1 024	7.4	8.8
4421	Furniture stores .....	54	108 629	17 370	4 105	642	7.2	12.0
44211	Furniture stores .....	54	108 629	17 370	4 105	642	7.2	12.0
442110	Furniture stores .....	54	108 629	17 370	4 105	642	7.2	12.0
4422	Home furnishings stores .....	49	45 176	6 477	1 526	382	8.1	1.3
44221	Floor covering stores .....	18	20 321	3 842	796	160	2.6	—
442210	Floor covering stores .....	18	20 321	3 842	796	160	2.6	—
44229	Other home furnishings stores .....	31	24 855	2 635	730	222	12.6	2.3
442291	Window treatment stores .....	4	1 908	317	77	15	31.8	—
442299	All other home furnishings stores .....	27	22 947	2 318	653	207	11.0	2.5
443	Electronics & appliance stores .....	72	174 754	17 385	3 997	801	7.5	5.6
4431	Electronics & appliance stores .....	72	174 754	17 385	3 997	801	7.5	5.6
44311	Appliance, television, & other electronics stores .....	48	109 081	12 790	3 008	549	9.4	6.1
443111	Household appliance stores .....	16	21 348	3 004	672	134	27.4	3.3
443112	Radio, television, & other electronics stores .....	32	87 733	9 786	2 336	415	5.0	6.8
44312	Computer & software stores .....	18	61 528	3 916	819	212	3.8	5.0
443120	Computer & software stores .....	18	61 528	3 916	819	212	3.8	5.0
44313	Camera & photographic supplies stores .....	6	4 145	679	170	40	12.7	—
443130	Camera & photographic supplies stores .....	6	4 145	679	170	40	12.7	—
444	Building material & garden equipment & supplies dealers .....	85	528 681	49 620	11 321	1 863	1.5	1.4
4441	Building material & supplies dealers .....	73	502 077	46 569	10 615	1 689	.7	1.5
44411	Home centers .....	5	D	D	D	f	D	D
444110	Home centers .....	5	D	D	D	f	D	D
44412	Paint & wallpaper stores .....	14	30 426	3 728	915	129	—	6.4
444120	Paint & wallpaper stores .....	14	30 426	3 728	915	129	—	6.4
44413	Hardware stores .....	5	D	D	D	b	D	D
444130	Hardware stores .....	5	D	D	D	b	D	D
44419	Other building material dealers .....	49	354 818	30 255	6 558	931	.8	1.5
444190	Other building material dealers .....	49	354 818	30 255	6 558	931	.8	1.5
4442	Lawn & garden equipment & supplies stores .....	12	26 604	3 051	706	174	17.9	—
44421	Outdoor power equipment stores .....	4	3 759	375	88	16	—	—
444210	Outdoor power equipment stores .....	4	3 759	375	88	16	—	—
44422	Nursery & garden centers .....	8	22 845	2 676	618	158	20.9	—
444220	Nursery & garden centers .....	8	22 845	2 676	618	158	20.9	—
445	Food & beverage stores .....	174	908 024	85 737	20 881	4 443	4.6	3.4
4451	Grocery stores .....	133	876 771	82 829	20 142	4 198	4.2	3.2
44511	Supermarkets & other grocery (except convenience) stores .....	77	815 763	77 598	18 944	3 766	1.8	1.8
445110	Supermarkets & other grocery (except convenience) stores .....	77	815 763	77 598	18 944	3 766	1.8	1.8
44512	Convenience stores .....	56	61 008	5 231	1 198	432	37.0	21.7
445120	Convenience stores .....	56	61 008	5 231	1 198	432	37.0	21.7
4452	Specialty food stores .....	22	16 555	1 886	501	157	11.9	15.3
4453	Beer, wine, & liquor stores .....	19	14 698	1 022	238	88	20.5	2.3
44531	Beer, wine, & liquor stores .....	19	14 698	1 022	238	88	20.5	2.3
445310	Beer, wine, & liquor stores .....	19	14 698	1 022	238	88	20.5	2.3
446	Health & personal care stores .....	135	224 346	31 441	7 179	1 540	2.3	7.0
4461	Health & personal care stores .....	135	224 346	31 441	7 179	1 540	2.3	7.0
44611	Pharmacies & drug stores .....	57	179 315	23 123	5 592	1 132	.3	5.8
446110	Pharmacies & drug stores .....	57	179 315	23 123	5 592	1 132	.3	5.8
4461101	Pharmacies & drug stores .....	54	178 075	22 953	5 553	1 123	.3	5.6
4461102	Proprietary stores .....	3	1 240	170	39	9	—	37.2
44612	Cosmetics, beauty supplies, & perfume stores .....	15	9 361	1 330	317	86	1.9	2.6
446120	Cosmetics, beauty supplies, & perfume stores .....	15	9 361	1 330	317	86	1.9	2.6
44613	Optical goods stores .....	24	12 826	2 383	482	101	13.6	1.7
446130	Optical goods stores .....	24	12 826	2 383	482	101	13.6	1.7
44619	Other health & personal care stores .....	39	22 844	4 605	788	221	11.9	21.1
446191	Food (health) supplement stores .....	21	12 179	1 540	263	98	21.7	20.7
446199	All other health & personal care stores .....	18	10 665	3 065	525	123	.7	21.4
447	Gasoline stations .....	136	337 621	19 209	4 570	1 482	12.3	12.2
4471	Gasoline stations .....	136	337 621	19 209	4 570	1 482	12.3	12.2
44711	Gasoline stations with convenience stores .....	102	252 941	14 464	3 408	1 103	11.4	4.4
447110	Gasoline stations with convenience stores .....	102	252 941	14 464	3 408	1 103	11.4	4.4
44719	Other gasoline stations .....	34	84 680	4 745	1 162	379	14.9	35.3
447190	Other gasoline stations .....	34	84 680	4 745	1 162	379	14.9	35.3

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LAS VEGAS, NV—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
448	Clothing & clothing accessories stores .....	254	222 727	30 272	6 907	1 923	6.2	9.6
4481	Clothing stores .....	145	137 342	17 368	4 110	1 217	5.1	11.5
44811	Men's clothing stores .....	23	17 077	3 275	877	178	14.4	20.7
448110	Men's clothing stores .....	23	17 077	3 275	877	178	14.4	20.7
44812	Women's clothing stores .....	52	37 576	4 655	1 085	354	7.7	27.8
448120	Women's clothing stores .....	52	37 576	4 655	1 085	354	7.7	27.8
44813	Children's & infants' clothing stores .....	3	1 910	262	18	7	—	—
448130	Children's & infants' clothing stores .....	3	1 910	262	18	7	—	—
44814	Family clothing stores .....	29	54 286	5 508	1 204	432	1.5	.7
448140	Family clothing stores .....	29	54 286	5 508	1 204	432	1.5	.7
44815	Clothing accessories stores .....	11	2 742	583	135	38	8.0	.5
448150	Clothing accessories stores .....	11	2 742	583	135	38	8.0	.5
44819	Other clothing stores .....	27	23 751	3 085	791	208	2.9	6.0
448190	Other clothing stores .....	27	23 751	3 085	791	208	2.9	6.0
4482	Shoe stores .....	55	42 531	5 164	1 254	370	2.0	2.3
44821	Shoe stores .....	55	42 531	5 164	1 254	370	2.0	2.3
448210	Shoe stores .....	55	42 531	5 164	1 254	370	2.0	2.3
4482101	Men's shoe stores .....	4	D	D	D	a	D	D
4482102	Women's shoe stores .....	7	4 268	795	201	56	—	21.6
4482103	Children's & juveniles' shoe stores .....	2	D	D	D	a	D	D
4482104	Family shoe stores .....	32	18 257	1 960	478	162	—	.4
4482105	Athletic footwear stores .....	10	16 822	1 929	442	128	—	—
4483	Jewelry, luggage, & leather goods stores .....	54	42 854	7 740	1 543	336	13.7	10.5
44831	Jewelry stores .....	51	D	D	D	e	D	D
448310	Jewelry stores .....	51	D	D	D	e	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 .....	111	127 944	15 617	3 486	1 014	6.7	5.2
4511	Sporting goods, hobby, & musical instrument stores ..	75	85 149	10 806	2 269	621	8.4	6.3
45111	Sporting goods stores .....	32	33 663	4 198	779	242	15.6	10.3
451110	Sporting goods stores .....	32	33 663	4 198	779	242	15.6	10.3
4511101	General-line sporting goods stores .....	12	19 093	1 905	396	113	18.7	13.7
4511102	Specialty-line sporting goods stores .....	20	14 570	2 293	383	129	11.6	5.9
45112	Hobby, toy, & game stores .....	20	30 792	3 010	647	187	4.3	.2
451120	Hobby, toy, & game stores .....	20	30 792	3 010	647	187	4.3	.2
45113	Sewing, needlework, & piece goods stores .....	14	10 502	1 562	333	112	—	4.0
451130	Sewing, needlework, & piece goods stores .....	14	10 502	1 562	333	112	—	4.0
45114	Musical instrument & supplies stores .....	9	10 192	2 036	510	80	6.0	13.9
451140	Musical instrument & supplies stores .....	9	10 192	2 036	510	80	6.0	13.9
4512	Book, periodical, & music stores .....	36	42 795	4 811	1 217	393	3.1	3.0
45121	Book stores & news dealers .....	20	22 372	2 595	663	205	1.4	—
451211	Book stores .....	17	D	D	D	c	D	D
4512111	Book stores, general .....	11	17 007	1 979	517	150	.8	—
4512112	Specialty book stores .....	5	D	D	D	b	D	D
4512113	College book stores .....	1	D	D	D	a	D	D
451212	News dealers & newsstands .....	3	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	16	20 423	2 216	554	188	5.0	6.2
451220	Prerecorded tape, compact disc, & record stores ...	16	20 423	2 216	554	188	5.0	6.2
452	General merchandise stores .....	29	553 155	48 143	11 539	3 500	.1	7.1
4521	Department stores (incl leased depts) ## .....	12	429 237	N	N	N	—	7.8
45211	Department stores (incl leased depts) ## .....	12	429 237	N	N	N	—	7.8
4521	Department stores (excl leased depts) .....	12	425 210	39 719	9 438	2 957	—	7.8
45211	Department stores (excl leased depts) .....	12	425 210	39 719	9 438	2 957	—	7.8
452110	Department stores (excl leased depts) .....	12	425 210	39 719	9 438	2 957	—	7.8
4521101	Conventional department stores (excl leased depts) .....	3	77 957	8 296	2 006	635	—	26.1
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	6	240 578	19 722	4 617	1 632	—	—
4521103	National chain department stores (excl leased depts) .....	3	106 675	11 701	2 815	690	—	12.2
4529	Other general merchandise stores .....	17	127 945	8 424	2 101	543	.6	4.6
45291	Warehouse clubs & superstores .....	1	D	D	D	c	D	D
452910	Warehouse clubs & superstores .....	1	D	D	D	c	D	D
45299	All other general merchandise stores .....	16	D	D	D	e	D	D
452990	All other general merchandise stores .....	16	D	D	D	e	D	D
4529901	Variety stores .....	5	D	D	D	b	D	D
4529902	Catalog showrooms .....	1	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	10	17 182	1 824	434	175	1.6	34.2

See footnotes at end of table.



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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LAS VEGAS, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	229	198 631	30 989	7 294	2 080	11.4	10.3
4531	Florists .....	37	10 572	2 682	560	179	25.5	10.1
45311	Florists .....	37	10 572	2 682	560	179	25.5	10.1
453110	Florists .....	37	10 572	2 682	560	179	25.5	10.1
4532	Office supplies, stationery, & gift stores .....	88	115 779	16 635	3 776	1 068	10.8	12.7
45321	Office supplies & stationery stores .....	10	43 651	5 550	1 258	245	.8	21.8
453210	Office supplies & stationery stores .....	10	43 651	5 550	1 258	245	.8	21.8
4532101	Stationery stores .....	2	D	D	D	a	D	D
4532102	Office supplies stores .....	8	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores .....	78	72 128	11 085	2 518	823	16.9	7.1
453220	Gift, novelty, & souvenir stores .....	78	72 128	11 085	2 518	823	16.9	7.1
4533	Used merchandise stores .....	32	20 637	4 189	900	323	1.5	6.1
45331	Used merchandise stores .....	32	20 637	4 189	900	323	1.5	6.1
453310	Used merchandise stores .....	32	20 637	4 189	900	323	1.5	6.1
4539	Other miscellaneous store retailers .....	72	51 643	7 483	2 058	510	13.6	6.7
45391	Pet & pet supplies stores .....	14	23 527	3 290	1 082	247	3.5	2.5
453910	Pet & pet supplies stores .....	14	23 527	3 290	1 082	247	3.5	2.5
45392	Art dealers .....	9	1 912	359	105	36	14.1	7.5
453920	Art dealers .....	9	1 912	359	105	36	14.1	7.5
45399	All other miscellaneous store retailers .....	45	24 591	3 610	820	219	19.8	8.9
454	Nonstore retailers .....	52	831 103	44 083	10 724	1 364	2.0	49.8
4541	Electronic shopping & mail-order houses .....	13	787 917	35 147	8 666	997	.3	52.5
45411	Electronic shopping & mail-order houses .....	13	787 917	35 147	8 666	997	.3	52.5
454110	Electronic shopping & mail-order houses .....	13	787 917	35 147	8 666	997	.3	52.5
4542	Vending machine operators .....	19	20 562	3 424	845	151	39.4	.1
45421	Vending machine operators .....	19	20 562	3 424	845	151	39.4	.1
454210	Vending machine operators .....	19	20 562	3 424	845	151	39.4	.1
4543	Direct selling establishments .....	20	22 624	5 512	1 213	216	26.6	.9
454319	Other fuel dealers .....	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	19	D	D	D	c	D	D
454390	Other direct selling establishments .....	19	D	D	D	c	D	D
<b>MESQUITE, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>25</b>	<b>41 121</b>	<b>3 623</b>	<b>918</b>	<b>231</b>	<b>7.6</b>	<b>5.3</b>
441	Motor vehicle & parts dealers .....	5	1 412	232	43	14	48.7	7.2
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	3 708	323	78	34	15.9	41.0
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 .....	6	12 390	723	174	69	—	—
44711	Gasoline stations with convenience stores .....	6	12 390	723	174	69	—	—
447110	Gasoline stations with convenience stores .....	6	12 390	723	174	69	—	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	D	D	D	a	D	D
<b>NORTH LAS VEGAS, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>138</b>	<b>433 905</b>	<b>39 734</b>	<b>9 406</b>	<b>2 277</b>	<b>8.2</b>	<b>3.8</b>
441	Motor vehicle & parts dealers .....	22	29 176	4 542	1 064	245	3.2	7.6
44112	Used car dealers .....	8	9 749	849	204	48	8.5	22.8
441120	Used car dealers .....	8	9 749	849	204	48	8.5	22.8
4413	Automotive parts, accessories, & tire stores .....	14	19 427	3 693	860	197	.5	—
44131	Automotive parts & accessories stores .....	10	16 232	2 953	683	132	.6	—
441310	Automotive parts & accessories stores .....	10	16 232	2 953	683	132	.6	—
442	Furniture & home furnishings stores .....	4	6 645	1 542	385	52	72.7	—
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 .....	6	1 367	269	66	17	1.9	13.0
4431	Electronics & appliance stores .....	6	1 367	269	66	17	1.9	13.0
444	Building material & garden equipment & supplies dealers .....	13	126 896	8 431	1 939	261	—	—
4441	Building material & supplies dealers .....	12	D	D	D	c	D	D
44419	Other building material dealers .....	10	122 879	7 613	1 734	230	—	.1
444190	Other building material dealers .....	10	122 879	7 613	1 734	230	—	.1
4442	Lawn & garden equipment & supplies stores .....	1	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

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>NORTH LAS VEGAS, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
445	Food & beverage stores .....	26	108 509	9 204	2 322	532	19.6	4.3
4451	Grocery stores .....	22	105 667	9 099	2 301	517	19.7	4.4
44511	Supermarkets & other grocery (except convenience) stores .....	16	80 184	8 392	2 132	463	22.0	5.8
445110	Supermarkets & other grocery (except convenience) stores .....	16	80 184	8 392	2 132	463	22.0	5.8
44512	Convenience stores .....	6	25 483	707	169	54	12.6	—
445120	Convenience stores .....	6	25 483	707	169	54	12.6	—
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	8	26 362	2 365	656	140	1.1	3.6
4461	Health & personal care stores .....	8	26 362	2 365	656	140	1.1	3.6
44612	Cosmetics, beauty supplies, & perfume stores .....	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	19	73 381	6 509	1 451	405	2.9	6.4
4471	Gasoline stations .....	19	73 381	6 509	1 451	405	2.9	6.4
44711	Gasoline stations with convenience stores .....	15	31 411	2 571	569	181	6.8	15.0
447110	Gasoline stations with convenience stores .....	15	31 411	2 571	569	181	6.8	15.0
44719	Other gasoline stations .....	4	41 970	3 938	882	224	—	—
447190	Other gasoline stations .....	4	41 970	3 938	882	224	—	—
448	Clothing & clothing accessories stores .....	9	9 802	939	193	59	2.8	—
4481	Clothing stores .....	4	5 300	476	75	26	5.2	—
4482104	Family shoe stores .....	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	8	7 625	853	170	53	66.6	2.5
4511	Sporting goods, hobby, & musical instrument stores ..	5	D	D	D	b	D	D
45111	Sporting goods stores .....	2	D	D	D	b	D	D
451110	Sporting goods stores .....	2	D	D	D	b	D	D
4511101	General-line sporting goods stores .....	2	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	3	D	D	D	b	D	D
45121	Book stores & news dealers .....	3	D	D	D	b	D	D
451211	Book stores .....	3	D	D	D	b	D	D
4512113	College book stores .....	1	D	D	D	b	D	D
452	General merchandise stores .....	5	31 298	2 902	688	372	—	7.8
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	3 366	821	164	81	8.6	24.6
4533	Used merchandise stores .....	3	2 229	650	145	64	—	19.2
45331	Used merchandise stores .....	3	2 229	650	145	64	—	19.2
453310	Used merchandise stores .....	3	2 229	650	145	64	—	19.2
454	Nonstore retailers .....	8	9 478	1 357	308	60	7.1	4.5
4543	Direct selling establishments .....	6	D	D	D	b	D	D
45431	Fuel dealers .....	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	D	D	D	b	D	D
<b>RENO, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>928</b>	<b>2 865 817</b>	<b>294 198</b>	<b>68 779</b>	<b>14 619</b>	<b>8.7</b>	<b>2.1</b>
441	Motor vehicle & parts dealers .....	114	841 233	77 313	17 170	2 049	17.4	1.2
4411	Automobile dealers .....	48	708 664	57 483	12 617	1 250	19.9	.2
44111	New car dealers .....	21	D	D	D	g	D	D
441110	New car dealers .....	21	D	D	D	g	D	D
44112	Used car dealers .....	27	D	D	D	c	D	D
441120	Used car dealers .....	27	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	20	57 961	6 167	1 266	197	2.9	3.3
44121	Recreational vehicle dealers .....	8	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	8	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	12	D	D	D	c	D	D
441221	Motorcycle dealers .....	7	D	D	D	b	D	D
441222	Boat dealers .....	3	7 661	828	157	27	—	—
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	46	74 608	13 663	3 287	602	5.4	8.1
44131	Automotive parts & accessories stores .....	30	63 277	10 726	2 619	499	5.0	4.9
441310	Automotive parts & accessories stores .....	30	63 277	10 726	2 619	499	5.0	4.9
44132	Tire dealers .....	16	11 331	2 937	668	103	7.3	26.2
441320	Tire dealers .....	16	11 331	2 937	668	103	7.3	26.2
442	Furniture & home furnishings stores .....	52	54 842	7 625	2 025	376	10.2	12.7
4421	Furniture stores .....	24	37 796	4 884	1 328	221	4.4	15.6
44211	Furniture stores .....	24	37 796	4 884	1 328	221	4.4	15.6
442110	Furniture stores .....	24	37 796	4 884	1 328	221	4.4	15.6
4422	Home furnishings stores .....	28	17 046	2 741	697	155	23.0	6.3
44221	Floor covering stores .....	6	5 028	1 074	257	35	21.7	—
442210	Floor covering stores .....	6	5 028	1 074	257	35	21.7	—
44229	Other home furnishings stores .....	22	12 018	1 667	440	120	23.6	8.9
442291	Window treatment stores .....	4	1 414	149	37	8	59.5	—
442299	All other home furnishings stores .....	18	10 604	1 518	403	112	18.8	10.1

See footnotes at end of table.

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

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

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>RENO, NV—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
443	Electronics & appliance stores .....	45	97 989	11 213	2 805	489	13.1	3.8
4431	Electronics & appliance stores .....	45	97 989	11 213	2 805	489	13.1	3.8
44311	Appliance, television, & other electronics stores .....	23	66 073	7 126	1 862	324	13.3	.8
443111	Household appliance stores .....	7	3 326	347	86	26	2.3	7.5
443112	Radio, television, & other electronics stores .....	16	62 747	6 779	1 776	298	13.9	.5
44312	Computer & software stores .....	18	D	D	D	c	D	D
443120	Computer & software stores .....	18	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 .....	53	211 369	24 045	5 689	996	7.1	1.9
4441	Building material & supplies dealers .....	40	192 334	21 883	5 329	888	2.5	1.0
44411	Home centers .....	2	D	D	D	e	D	D
444110	Home centers .....	2	D	D	D	e	D	D
44412	Paint & wallpaper stores .....	6	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	6	D	D	D	b	D	D
44413	Hardware stores .....	3	4 674	603	127	28	—	—
444130	Hardware stores .....	3	4 674	603	127	28	—	—
44419	Other building material dealers .....	29	92 147	12 095	2 876	393	5.2	2.0
444190	Other building material dealers .....	29	92 147	12 095	2 876	393	5.2	2.0
4442	Lawn & garden equipment & supplies stores .....	13	19 035	2 162	360	108	53.5	11.9
44422	Nursery & garden centers .....	12	D	D	D	b	D	D
444220	Nursery & garden centers .....	12	D	D	D	b	D	D
445	Food & beverage stores .....	91	406 685	43 078	9 998	2 347	3.8	1.6
4451	Grocery stores .....	62	382 424	40 519	9 473	2 204	2.8	1.4
44511	Supermarkets & other grocery (except convenience) stores .....	46	370 991	39 207	9 109	2 082	1.7	.6
445110	Supermarkets & other grocery (except convenience) stores .....	46	370 991	39 207	9 109	2 082	1.7	.6
44512	Convenience stores .....	16	11 433	1 312	364	122	38.3	25.9
445120	Convenience stores .....	16	11 433	1 312	364	122	38.3	25.9
4452	Specialty food stores .....	15	D	D	D	b	D	D
4453	Beer, wine, & liquor stores .....	14	D	D	D	b	D	D
44531	Beer, wine, & liquor stores .....	14	D	D	D	b	D	D
445310	Beer, wine, & liquor stores .....	14	D	D	D	b	D	D
446	Health & personal care stores .....	62	71 039	9 544	2 292	451	7.9	3.6
4461	Health & personal care stores .....	62	71 039	9 544	2 292	451	7.9	3.6
44611	Pharmacies & drug stores .....	20	47 878	5 696	1 404	231	4.6	1.7
446110	Pharmacies & drug stores .....	20	47 878	5 696	1 404	231	4.6	1.7
4461101	Pharmacies & drug stores .....	19	D	D	D	c	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	13	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	13	D	D	D	b	D	D
44613	Optical goods stores .....	14	D	D	D	b	D	D
446130	Optical goods stores .....	14	D	D	D	b	D	D
44619	Other health & personal care stores .....	15	D	D	D	b	D	D
446191	Food (health) supplement stores .....	10	D	D	D	b	D	D
446199	All other health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	60	120 313	7 950	1 756	524	10.2	3.0
4471	Gasoline stations .....	60	120 313	7 950	1 756	524	10.2	3.0
44711	Gasoline stations with convenience stores .....	39	72 640	5 220	1 207	377	10.9	4.9
447110	Gasoline stations with convenience stores .....	39	72 640	5 220	1 207	377	10.9	4.9
44719	Other gasoline stations .....	21	47 673	2 730	549	147	9.2	.3
447190	Other gasoline stations .....	21	47 673	2 730	549	147	9.2	.3
448	Clothing & clothing accessories stores .....	160	122 531	14 210	3 386	1 157	4.2	8.1
4481	Clothing stores .....	94	83 607	8 705	2 091	798	4.2	8.6
44811	Men's clothing stores .....	8	D	D	D	b	D	D
448110	Men's clothing stores .....	8	D	D	D	b	D	D
44812	Women's clothing stores .....	34	17 834	2 091	466	206	4.5	4.1
448120	Women's clothing stores .....	34	17 834	2 091	466	206	4.5	4.1
44813	Children's & infants' clothing stores .....	6	2 522	308	71	42	22.2	6.7
448130	Children's & infants' clothing stores .....	6	2 522	308	71	42	22.2	6.7
44814	Family clothing stores .....	27	45 278	4 031	990	366	4.1	3.2
448140	Family clothing stores .....	27	45 278	4 031	990	366	4.1	3.2
44815	Clothing accessories stores .....	3	D	D	D	b	D	D
448150	Clothing accessories stores .....	3	D	D	D	b	D	D
44819	Other clothing stores .....	16	D	D	D	c	D	D
448190	Other clothing stores .....	16	D	D	D	c	D	D
4482	Shoe stores .....	34	18 788	2 276	521	188	1.8	2.2
44821	Shoe stores .....	34	18 788	2 276	521	188	1.8	2.2
448210	Shoe stores .....	34	18 788	2 276	521	188	1.8	2.2
4482101	Men's shoe stores .....	3	D	D	D	a	D	D
4482102	Women's shoe stores .....	6	2 097	279	74	37	—	19.6
4482103	Children's & juveniles' shoe stores .....	1	D	D	D	a	D	D
4482104	Family shoe stores .....	18	D	D	D	c	D	D
4482105	Athletic footwear stores .....	6	D	D	D	b	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>RENO, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores—Con.							
4483	Jewelry, luggage, & leather goods stores .....	32	20 136	3 229	774	171	6.9	11.6
44831	Jewelry stores .....	29	18 682	3 043	733	156	7.4	11.8
448310	Jewelry stores .....	29	18 682	3 043	733	156	7.4	11.8
44832	Luggage & leather goods stores .....	3	1 454	186	41	15	—	8.3
448320	Luggage & leather goods stores .....	3	1 454	186	41	15	—	8.3
451	Sporting goods, hobby, book, & music stores .....	73	95 737	11 517	2 718	813	4.5	4.1
4511	Sporting goods, hobby, & musical instrument stores ..	51	67 657	8 942	2 061	549	5.7	5.4
45111	Sporting goods stores .....	30	37 821	4 602	1 093	287	4.0	9.7
451110	Sporting goods stores .....	30	37 821	4 602	1 093	287	4.0	9.7
4511101	General-line sporting goods stores .....	5	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores .....	25	D	D	D	c	D	D
45112	Hobby, toy, & game stores .....	12	D	D	D	c	D	D
451120	Hobby, toy, & game stores .....	12	D	D	D	c	D	D
45113	Sewing, needlework, & piece goods stores .....	5	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	5	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	4	D	D	D	b	D	D
451140	Musical instrument & supplies stores .....	4	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	22	28 080	2 575	657	264	1.7	1.0
45121	Book stores & news dealers .....	13	D	D	D	c	D	D
451211	Book stores .....	10	D	D	D	c	D	D
4512111	Book stores, general .....	6	D	D	D	c	D	D
451212	Specialty book stores .....	3	D	D	D	a	D	D
4512121	College book stores .....	1	D	D	D	a	D	D
4512122	News dealers & newsstands .....	3	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	9	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	9	D	D	D	b	D	D
452	General merchandise stores .....	23	D	D	D	h	D	D
4521	Department stores (incl leased depts) ## .....	12	356 004	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	12	356 004	N	N	N	—	—
4521	Department stores (excl leased depts) .....	12	352 173	35 766	8 356	2 644	—	—
45211	Department stores (excl leased depts) .....	12	352 173	35 766	8 356	2 644	—	—
452110	Department stores (excl leased depts) .....	12	352 173	35 766	8 356	2 644	—	—
4521101	Conventional department stores (excl leased depts) .....	3	103 716	11 210	2 713	930	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	6	D	D	D	g	D	D
4521103	National chain department stores (excl leased depts) .....	3	D	D	D	f	D	D
4529	Other general merchandise stores .....	11	D	D	D	f	D	D
45291	Warehouse clubs & superstores .....	2	D	D	D	f	D	D
452910	Warehouse clubs & superstores .....	2	D	D	D	f	D	D
45299	All other general merchandise stores .....	9	D	D	D	c	D	D
452990	All other general merchandise stores .....	9	D	D	D	c	D	D
4529901	Variety stores .....	5	D	D	D	b	D	D
4529902	Catalog showrooms .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	3	D	D	D	b	D	D
453	Miscellaneous store retailers .....	141	D	D	D	f	D	D
4531	Florists .....	17	4 833	1 273	289	84	14.3	3.7
45311	Florists .....	17	4 833	1 273	289	84	14.3	3.7
453110	Florists .....	17	4 833	1 273	289	84	14.3	3.7
4532	Office supplies, stationery, & gift stores .....	55	56 040	5 003	1 254	448	6.7	1.3
45321	Office supplies & stationery stores .....	9	32 643	2 112	586	142	.5	.3
453210	Office supplies & stationery stores .....	9	32 643	2 112	586	142	.5	.3
4532102	Office supplies stores .....	9	32 643	2 112	586	142	.5	.3
45322	Gift, novelty, & souvenir stores .....	46	23 397	2 891	668	306	15.3	2.6
453220	Gift, novelty, & souvenir stores .....	46	23 397	2 891	668	306	15.3	2.6
4533	Used merchandise stores .....	24	9 896	2 010	426	130	20.0	16.2
45331	Used merchandise stores .....	24	9 896	2 010	426	130	20.0	16.2
453310	Used merchandise stores .....	24	9 896	2 010	426	130	20.0	16.2
4539	Other miscellaneous store retailers .....	45	D	D	D	c	D	D
45391	Pet & pet supplies stores .....	10	11 746	1 116	253	72	7.2	—
453910	Pet & pet supplies stores .....	10	11 746	1 116	253	72	7.2	—
45392	Art dealers .....	9	D	D	D	b	D	D
453920	Art dealers .....	9	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	5	10 891	545	79	28	53.7	—
453930	Manufactured (mobile) home dealers .....	5	10 891	545	79	28	53.7	—
45399	All other miscellaneous store retailers .....	21	D	D	D	b	D	D
454	Nonstore retailers .....	54	191 625	28 544	7 000	1 192	5.3	3.0
4541	Electronic shopping & mail-order houses .....	19	148 072	23 719	5 872	1 012	5.7	2.9
45411	Electronic shopping & mail-order houses .....	19	148 072	23 719	5 872	1 012	5.7	2.9
454110	Electronic shopping & mail-order houses .....	19	148 072	23 719	5 872	1 012	5.7	2.9
4543	Direct selling establishments .....	26	42 832	4 700	1 103	168	3.5	3.3
45431	Fuel dealers .....	8	28 423	2 512	617	74	—	3.4
454311	Heating oil dealers .....	4	27 362	2 362	580	62	—	—
454319	Other fuel dealers .....	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	18	14 409	2 188	486	94	10.4	3.0
454390	Other direct selling establishments .....	18	14 409	2 188	486	94	10.4	3.0

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 <sup>1</sup>	Estimated <sup>2</sup>
<b>SPARKS, NV</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>256</b>	<b>640 186</b>	<b>71 166</b>	<b>17 109</b>	<b>3 559</b>	<b>4.8</b>	<b>3.4</b>
441	Motor vehicle & parts dealers	33	57 154	7 587	1 936	292	3.7	16.5
4412	Other motor vehicle dealers	6	D	D	D	b	D	D
441221	Motorcycle, boat, & other motor vehicle dealers	5	5 137	476	114	25	16.8	27.2
441222	Motorcycle dealers	2	D	D	D	a	D	D
441222	Boat dealers	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	22	D	D	D	c	D	D
44131	Automotive parts & accessories stores	15	D	D	D	c	D	D
441310	Automotive parts & accessories stores	15	D	D	D	c	D	D
44132	Tire dealers	7	D	D	D	b	D	D
441320	Tire dealers	7	D	D	D	b	D	D
442	Furniture & home furnishings stores	20	20 331	2 964	591	107	5.8	7.4
4421	Furniture stores	9	10 894	1 439	270	49	8.2	12.4
44211	Furniture stores	9	10 894	1 439	270	49	8.2	12.4
442110	Furniture stores	9	10 894	1 439	270	49	8.2	12.4
4422	Home furnishings stores	11	9 437	1 525	321	58	3.1	1.8
44221	Floor covering stores	8	D	D	D	b	D	D
442210	Floor covering stores	8	D	D	D	b	D	D
44229	Other home furnishings stores	3	D	D	D	a	D	D
443	Electronics & appliance stores	16	11 450	2 129	451	99	20.6	12.8
4431	Electronics & appliance stores	16	11 450	2 129	451	99	20.6	12.8
44311	Appliance, television, & other electronics stores	9	D	D	D	b	D	D
443111	Household appliance stores	3	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	6	D	D	D	b	D	D
44312	Computer & software stores	7	D	D	D	b	D	D
443120	Computer & software stores	7	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	41	151 344	16 355	4 404	634	1.2	.3
4441	Building material & supplies dealers	36	D	D	D	f	D	D
44412	Paint & wallpaper stores	2	D	D	D	a	D	D
444120	Paint & wallpaper stores	2	D	D	D	a	D	D
44413	Hardware stores	6	D	D	D	b	D	D
444130	Hardware stores	6	D	D	D	b	D	D
44419	Other building material dealers	27	125 243	13 358	3 570	476	1.0	.3
444190	Other building material dealers	27	125 243	13 358	3 570	476	1.0	.3
4442	Lawn & garden equipment & supplies stores	5	D	D	D	b	D	D
44421	Outdoor power equipment stores	2	D	D	D	a	D	D
444210	Outdoor power equipment stores	2	D	D	D	a	D	D
445	Food & beverage stores	26	D	D	D	f	D	D
4451	Grocery stores	24	122 175	14 073	3 292	672	1.3	1.5
44511	Supermarkets & other grocery (except convenience) stores	13	114 953	13 207	3 101	603	1.2	.7
445110	Supermarkets & other grocery (except convenience) stores	13	114 953	13 207	3 101	603	1.2	.7
44512	Convenience stores	11	7 222	866	191	69	2.6	13.5
445120	Convenience stores	11	7 222	866	191	69	2.6	13.5
4452	Specialty food stores	2	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
44611	Pharmacies & drug stores	6	30 797	3 444	880	169	6.4	—
446110	Pharmacies & drug stores	6	30 797	3 444	880	169	6.4	—
4461101	Pharmacies & drug stores	6	30 797	3 444	880	169	6.4	—
44612	Cosmetics, beauty supplies, & perfume stores	3	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	3	D	D	D	a	D	D
447	Gasoline stations	24	112 058	8 732	1 842	467	15.6	—
4471	Gasoline stations	24	112 058	8 732	1 842	467	15.6	—
44711	Gasoline stations with convenience stores	13	29 100	1 636	328	121	47.1	—
447110	Gasoline stations with convenience stores	13	29 100	1 636	328	121	47.1	—
44719	Other gasoline stations	11	82 958	7 096	1 514	346	4.6	—
447190	Other gasoline stations	11	82 958	7 096	1 514	346	4.6	—
448	Clothing & clothing accessories stores	14	7 733	952	210	76	8.3	11.9
4481	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
451	Sporting goods, hobby, book, & music stores	12	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores	10	4 270	558	135	65	11.6	—
45113	Sewing, needlework, & piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores	2	D	D	D	b	D	D
4512	Book, periodical, & music stores	2	D	D	D	b	D	D
45121	Book stores & news dealers	1	D	D	D	a	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D

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<b>SPARKS, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	8	D	D	D	f	D	D
4521	Department stores (incl leased depts) ## .....	5	67 013	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	5	67 013	N	N	N	—	—
4521	Department stores (excl leased depts) .....	5	66 113	6 600	1 566	531	—	—
452110	Department stores (excl leased depts) .....	5	66 113	6 600	1 566	531	—	—
4521101	Department stores (excl leased depts) .....	5	66 113	6 600	1 566	531	—	—
4521101	Conventional department stores (excl leased depts) .....	1	D	D	D	b	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 .....	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 .....	31	D	D	D	c	D	D
4531	Florists .....	3	2 699	975	230	73	—	—
45311	Florists .....	3	2 699	975	230	73	—	—
453110	Florists .....	3	2 699	975	230	73	—	—
4532	Office supplies, stationery, & gift stores .....	10	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	6	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	6	D	D	D	b	D	D
4532102	Office supplies stores .....	6	D	D	D	b	D	D
4533	Used merchandise stores .....	10	3 708	804	163	60	15.1	9.3
45331	Used merchandise stores .....	10	3 708	804	163	60	15.1	9.3
453310	Used merchandise stores .....	10	3 708	804	163	60	15.1	9.3
4539	Other miscellaneous store retailers .....	8	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	6	D	D	D	b	D	D
454	Nonstore retailers .....	17	30 647	3 182	704	125	—	7.3
4541	Electronic shopping & mail-order houses .....	4	9 990	307	70	13	—	20.8
45411	Electronic shopping & mail-order houses .....	4	9 990	307	70	13	—	20.8
454110	Electronic shopping & mail-order houses .....	4	9 990	307	70	13	—	20.8
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 .....	9	D	D	D	b	D	D
45431	Fuel dealers .....	4	D	D	D	b	D	D
454311	Heating oil dealers .....	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	b	D	D
45439	Other direct selling establishments .....	5	D	D	D	b	D	D
454390	Other direct selling establishments .....	5	D	D	D	b	D	D
<b>WEST WENDOVER, NV *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>WINNEMUCCA, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>65</b>	<b>178 206</b>	<b>14 444</b>	<b>3 459</b>	<b>877</b>	<b>2.4</b>	<b>10.8</b>
441	Motor vehicle & parts dealers .....	11	D	D	D	c	D	D
4413	Automotive parts, accessories, & tire stores .....	6	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	3	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	3	D	D	D	b	D	D
44132	Tire dealers .....	3	6 643	735	161	35	—	—
441320	Tire dealers .....	3	6 643	735	161	35	—	—
442	Furniture & home furnishings stores .....	4	D	D	D	b	D	D
4421	Furniture stores .....	3	2 185	173	40	12	—	—
44211	Furniture stores .....	3	2 185	173	40	12	—	—
442110	Furniture stores .....	3	2 185	173	40	12	—	—
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	22 635	2 605	542	128	—	—
4441	Building material & supplies dealers .....	5	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 .....	3	12 428	1 027	223	42	—	—
444190	Other building material dealers .....	3	12 428	1 027	223	42	—	—
445	Food & beverage stores .....	8	D	D	D	c	D	D
4451	Grocery stores .....	6	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
44619	Other health & personal care stores .....	1	D	D	D	a	D	D
446199	All other health & personal care stores .....	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>WINNEMUCCA, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
447	Gasoline stations .....	9	27 111	1 397	331	90	—	3.8
4471	Gasoline stations .....	9	27 111	1 397	331	90	—	3.8
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
44719	Other gasoline stations .....	3	D	D	D	b	D	D
447190	Other gasoline stations .....	3	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	10	8 358	847	191	86	18.8	.9
4481	Clothing stores .....	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	10	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	4	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	4	D	D	D	b	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>YERINGTON, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>18</b>	<b>27 650</b>	<b>3 006</b>	<b>524</b>	<b>136</b>	<b>13.7</b>	<b>6.8</b>
441	Motor vehicle & parts dealers .....	3	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 .....	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	a	D	D
447	Gasoline stations .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>BALANCE OF CHURCHILL COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>22</b>	<b>30 942</b>	<b>2 236</b>	<b>552</b>	<b>145</b>	<b>38.5</b>	<b>.2</b>
441	Motor vehicle & parts dealers .....	7	6 912	499	113	25	31.3	—
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	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 .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	D	D	D	b	D	D
44413	Hardware stores .....	1	D	D	D	b	D	D
444130	Hardware stores .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	3 820	221	50	20	—	—
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D

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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 <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF CLARK COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>1 752</b>	<b>4 715 404</b>	<b>502 128</b>	<b>118 054</b>	<b>25 115</b>	<b>4.7</b>	<b>4.4</b>
441	Motor vehicle & parts dealers	135	1 036 775	101 868	22 324	2 707	4.6	1.2
4411	Automobile dealers	38	D	D	D	g	D	D
44111	New car dealers	16	D	D	D	g	D	D
441110	New car dealers	16	D	D	D	g	D	D
44112	Used car dealers	22	D	D	D	c	D	D
441120	Used car dealers	22	D	D	D	c	D	D
4412	Other motor vehicle dealers	28	D	D	D	e	D	D
44121	Recreational vehicle dealers	9	D	D	D	c	D	D
441210	Recreational vehicle dealers	9	D	D	D	c	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	19	D	D	D	c	D	D
441221	Motorcycle dealers	10	D	D	D	c	D	D
441222	Boat dealers	4	D	D	D	b	D	D
441229	All other motor vehicle dealers	5	13 068	569	127	32	71.3	2.3
4413	Automotive parts, accessories, & tire stores	69	D	D	D	f	D	D
44131	Automotive parts & accessories stores	53	72 076	12 536	2 851	538	3.7	10.2
441310	Automotive parts & accessories stores	53	72 076	12 536	2 851	538	3.7	10.2
44132	Tire dealers	16	D	D	D	c	D	D
441320	Tire dealers	16	D	D	D	c	D	D
442	Furniture & home furnishings stores	119	D	D	D	g	D	D
4421	Furniture stores	51	D	D	D	e	D	D
44211	Furniture stores	51	D	D	D	e	D	D
442110	Furniture stores	51	D	D	D	e	D	D
4422	Home furnishings stores	68	D	D	D	f	D	D
44221	Floor covering stores	22	52 313	11 527	2 146	316	6.0	39.7
442210	Floor covering stores	22	52 313	11 527	2 146	316	6.0	39.7
44229	Other home furnishings stores	46	D	D	D	e	D	D
442291	Window treatment stores	5	D	D	D	a	D	D
442299	All other home furnishings stores	41	D	D	D	e	D	D
443	Electronics & appliance stores	71	153 627	16 604	3 872	843	7.8	6.3
4431	Electronics & appliance stores	71	153 627	16 604	3 872	843	7.8	6.3
44311	Appliance, television, & other electronics stores	46	D	D	D	f	D	D
443111	Household appliance stores	9	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	37	D	D	D	f	D	D
44312	Computer & software stores	21	D	D	D	c	D	D
443120	Computer & software stores	21	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	105	343 574	38 581	9 683	1 578	.9	.5
4441	Building material & supplies dealers	89	D	D	D	g	D	D
44411	Home centers	3	D	D	D	e	D	D
444110	Home centers	3	D	D	D	e	D	D
44412	Paint & wallpaper stores	13	D	D	D	b	D	D
444120	Paint & wallpaper stores	13	D	D	D	b	D	D
44413	Hardware stores	11	D	D	D	c	D	D
444130	Hardware stores	11	D	D	D	c	D	D
44419	Other building material dealers	62	D	D	D	f	D	D
444190	Other building material dealers	62	D	D	D	f	D	D
4442	Lawn & garden equipment & supplies stores	16	D	D	D	c	D	D
44421	Outdoor power equipment stores	5	D	D	D	a	D	D
444210	Outdoor power equipment stores	5	D	D	D	a	D	D
44422	Nursery & garden centers	11	D	D	D	c	D	D
444220	Nursery & garden centers	11	D	D	D	c	D	D
445	Food & beverage stores	160	D	D	D	h	D	D
4451	Grocery stores	106	D	D	D	h	D	D
44511	Supermarkets & other grocery (except convenience) stores	62	D	D	D	h	D	D
445110	Supermarkets & other grocery (except convenience) stores	62	D	D	D	h	D	D
44512	Convenience stores	44	40 659	4 394	1 013	321	19.2	14.0
445120	Convenience stores	44	40 659	4 394	1 013	321	19.2	14.0
4452	Specialty food stores	36	D	D	D	e	D	D
4453	Beer, wine, & liquor stores	18	D	D	D	c	D	D
44531	Beer, wine, & liquor stores	18	D	D	D	c	D	D
445310	Beer, wine, & liquor stores	18	D	D	D	c	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF CLARK COUNTY, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
446	Health & personal care stores .....	116	D	D	D	g	D	D
4461	Health & personal care stores .....	116	D	D	D	g	D	D
44611	Pharmacies & drug stores .....	33	103 414	11 978	2 845	566	9.5	.5
446110	Pharmacies & drug stores .....	33	103 414	11 978	2 845	566	9.5	.5
4461101	Pharmacies & drug stores .....	31	D	D	D	f	D	D
4461102	Proprietary stores .....	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	24	D	D	D	c	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	24	D	D	D	c	D	D
44613	Optical goods stores .....	31	D	D	D	c	D	D
446130	Optical goods stores .....	31	D	D	D	c	D	D
44619	Other health & personal care stores .....	28	D	D	D	c	D	D
446191	Food (health) supplement stores .....	11	D	D	D	b	D	D
446199	All other health & personal care stores .....	17	D	D	D	c	D	D
447	Gasoline stations .....	133	328 951	21 232	4 774	1 487	5.8	3.2
4471	Gasoline stations .....	133	328 951	21 232	4 774	1 487	5.8	3.2
44711	Gasoline stations with convenience stores .....	99	D	D	D	g	D	D
447110	Gasoline stations with convenience stores .....	99	D	D	D	g	D	D
44719	Other gasoline stations .....	34	D	D	D	e	D	D
447190	Other gasoline stations .....	34	D	D	D	e	D	D
448	Clothing & clothing accessories stores .....	426	574 914	71 053	17 138	3 849	4.6	12.7
4481	Clothing stores .....	243	D	D	D	g	D	D
44811	Men's clothing stores .....	40	D	D	D	e	D	D
448110	Men's clothing stores .....	40	D	D	D	e	D	D
44812	Women's clothing stores .....	89	128 325	18 157	4 370	1 001	4.7	23.2
448120	Women's clothing stores .....	89	128 325	18 157	4 370	1 001	4.7	23.2
44813	Children's & infants' clothing stores .....	12	D	D	D	b	D	D
448130	Children's & infants' clothing stores .....	12	D	D	D	b	D	D
44814	Family clothing stores .....	50	D	D	D	f	D	D
448140	Family clothing stores .....	50	D	D	D	f	D	D
44815	Clothing accessories stores .....	18	D	D	D	b	D	D
448150	Clothing accessories stores .....	18	D	D	D	b	D	D
44819	Other clothing stores .....	34	29 313	3 291	701	206	10.1	15.4
448190	Other clothing stores .....	34	29 313	3 291	701	206	10.1	15.4
4482	Shoe stores .....	70	D	D	D	f	D	D
44821	Shoe stores .....	70	D	D	D	f	D	D
448210	Shoe stores .....	70	D	D	D	f	D	D
4482101	Men's shoe stores .....	10	D	D	D	b	D	D
4482102	Women's shoe stores .....	16	D	D	D	c	D	D
4482103	Children's & juveniles' shoe stores .....	2	D	D	D	a	D	D
4482104	Family shoe stores .....	33	D	D	D	c	D	D
4482105	Athletic footwear stores .....	9	D	D	D	e	D	D
4483	Jewelry, luggage, & leather goods stores .....	113	D	D	D	f	D	D
44831	Jewelry stores .....	91	D	D	D	f	D	D
448310	Jewelry stores .....	91	D	D	D	f	D	D
44832	Luggage & leather goods stores .....	22	D	D	D	c	D	D
448320	Luggage & leather goods stores .....	22	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	109	D	D	D	f	D	D
4511	Sporting goods, hobby, & musical instrument stores .....	75	D	D	D	f	D	D
45111	Sporting goods stores .....	43	D	D	D	e	D	D
451110	Sporting goods stores .....	43	D	D	D	e	D	D
4511101	General-line sporting goods stores .....	15	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores .....	28	D	D	D	c	D	D
45112	Hobby, toy, & game stores .....	19	D	D	D	c	D	D
451120	Hobby, toy, & game stores .....	19	D	D	D	c	D	D
45113	Sewing, needlework, & piece goods stores .....	8	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	8	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 .....	34	D	D	D	e	D	D
45121	Book stores & news dealers .....	23	D	D	D	c	D	D
451211	Book stores .....	20	D	D	D	c	D	D
4512111	Book stores, general .....	12	D	D	D	b	D	D
4512112	Specialty book stores .....	5	D	D	D	b	D	D
4512113	College book stores .....	3	D	D	D	b	D	D
451212	News dealers & newsstands .....	3	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores .....	11	D	D	D	c	D	D
451220	Prerecorded tape, compact disc, & record stores .....	11	D	D	D	c	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF CLARK COUNTY, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	37	D	D	D	h	D	D
4521	Department stores (incl leased depts) ## .....	20	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	20	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	20	D	D	D	h	D	D
45211	Department stores (excl leased depts) .....	20	D	D	D	h	D	D
452110	Department stores (excl leased depts) .....	20	D	D	D	h	D	D
4521101	Conventional department stores (excl leased depts) .....	8	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	9	D	D	D	g	D	D
4521103	National chain department stores (excl leased depts) .....	3	D	D	D	f	D	D
4529	Other general merchandise stores .....	17	D	D	D	f	D	D
45291	Warehouse clubs & superstores .....	2	D	D	D	e	D	D
452910	Warehouse clubs & superstores .....	2	D	D	D	e	D	D
45299	All other general merchandise stores .....	15	D	D	D	e	D	D
452990	All other general merchandise stores .....	15	D	D	D	e	D	D
4529901	Variety stores .....	5	D	D	D	b	D	D
4529902	Catalog showrooms .....	2	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	8	D	D	D	c	D	D
453	Miscellaneous store retailers .....	278	D	D	D	g	D	D
4531	Florists .....	34	D	D	D	c	D	D
45311	Florists .....	34	D	D	D	c	D	D
453110	Florists .....	34	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	121	D	D	D	g	D	D
45321	Office supplies & stationery stores .....	9	D	D	D	c	D	D
453210	Office supplies & stationery stores .....	9	D	D	D	c	D	D
4532101	Stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	8	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores .....	112	98 947	12 614	2 859	956	3.0	4.1
453220	Gift, novelty, & souvenir stores .....	112	98 947	12 614	2 859	956	3.0	4.1
4533	Used merchandise stores .....	20	D	D	D	b	D	D
45331	Used merchandise stores .....	20	D	D	D	b	D	D
453310	Used merchandise stores .....	20	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	103	D	D	D	f	D	D
45391	Pet & pet supplies stores .....	11	9 783	1 110	276	89	3.5	5.2
453910	Pet & pet supplies stores .....	11	9 783	1 110	276	89	3.5	5.2
45392	Art dealers .....	18	D	D	D	c	D	D
453920	Art dealers .....	18	D	D	D	c	D	D
45393	Manufactured (mobile) home dealers .....	14	D	D	D	c	D	D
453930	Manufactured (mobile) home dealers .....	14	D	D	D	c	D	D
45399	All other miscellaneous store retailers .....	60	D	D	D	e	D	D
454	Nonstore retailers .....	63	D	D	D	e	D	D
4541	Electronic shopping & mail-order houses .....	24	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	24	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	24	D	D	D	c	D	D
4542	Vending machine operators .....	9	D	D	D	b	D	D
45421	Vending machine operators .....	9	D	D	D	b	D	D
454210	Vending machine operators .....	9	D	D	D	b	D	D
4543	Direct selling establishments .....	30	D	D	D	e	D	D
454319	Other fuel dealers .....	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	29	D	D	D	e	D	D
454390	Other direct selling establishments .....	29	D	D	D	e	D	D
<b>BALANCE OF DOUGLAS COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>141</b>	<b>203 314</b>	<b>23 504</b>	<b>5 434</b>	<b>1 143</b>	<b>12.2</b>	<b>6.6</b>
441	Motor vehicle & parts dealers .....	10	27 012	3 370	740	97	3.7	4.9
4413	Automotive parts, accessories, & tire stores .....	8	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	5	12 195	1 580	345	35	8.1	—
441310	Automotive parts & accessories stores .....	5	12 195	1 580	345	35	8.1	—
442	Furniture & home furnishings stores .....	6	5 622	850	232	32	—	—
4422	Home furnishings stores .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	8	2 647	386	93	24	—	20.4
4431	Electronics & appliance stores .....	8	2 647	386	93	24	—	20.4
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 .....	20	35 388	4 377	939	206	.3	1.9
4441	Building material & supplies dealers .....	14	33 760	4 125	902	173	—	2.0
44419	Other building material dealers .....	10	30 525	3 591	777	149	—	—
444190	Other building material dealers .....	10	30 525	3 591	777	149	—	—
445	Food & beverage stores .....	19	71 494	8 021	1 822	363	1.7	11.2
4451	Grocery stores .....	14	63 682	7 396	1 687	336	1.3	11.6
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	6	D	D	D	b	D	D
4461	Health & personal care stores .....	6	D	D	D	b	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF DOUGLAS COUNTY, NV—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
447	Gasoline stations .....	12	27 484	1 069	260	94	48.8	—
448	Clothing & clothing accessories stores .....	20	6 821	1 029	292	91	5.9	7.6
4481	Clothing stores .....	10	4 072	630	202	56	—	4.2
44819	Other clothing stores .....	4	D	D	D	b	D	D
448190	Other clothing stores .....	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	4	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
45392	Art dealers .....	3	D	D	D	a	D	D
453920	Art dealers .....	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	14	7 500	2 158	535	88	3.9	.8
4543	Direct selling establishments .....	8	5 362	503	122	27	4.9	—
45439	Other direct selling establishments .....	5	2 819	248	54	18	9.3	—
454390	Other direct selling establishments .....	5	2 819	248	54	18	9.3	—
<b>BALANCE OF ELKO COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>25</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>e</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	5	5 804	532	110	32	75.7	5.3
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
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	6	D	D	D	c	D	D
447	Gasoline stations .....	5	D	D	D	b	D	D
4471	Gasoline stations .....	5	D	D	D	b	D	D
44719	Other gasoline stations .....	2	D	D	D	b	D	D
447190	Other gasoline stations .....	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	b	D	D
4543	Direct selling establishments .....	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	a	D	D
<b>BALANCE OF ESMERALDA COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
447	Gasoline stations .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>BALANCE OF EUREKA COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>7</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	b	D	D
4441	Building material & supplies dealers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	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 <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF HUMBOLDT COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>14</b>	<b>15 511</b>	<b>1 251</b>	<b>324</b>	<b>90</b>	<b>23.7</b>	<b>1.5</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	6	4 750	411	87	48	52.5	—
453	Miscellaneous store retailers .....	1	D	D	D	a	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 .....	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D
<b>BALANCE OF LANDER COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>20</b>	<b>36 592</b>	<b>3 998</b>	<b>888</b>	<b>311</b>	<b>22.4</b>	<b>2.3</b>
441	Motor vehicle & parts dealers .....	3	3 831	590	146	30	D	—
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
4441	Building material & supplies dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	3	9 679	1 031	235	103	—	—
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	7	13 924	1 532	331	130	16.4	—
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
4539	Other miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>BALANCE OF LINCOLN COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>15</b>	<b>12 526</b>	<b>1 487</b>	<b>308</b>	<b>141</b>	<b>33.2</b>	<b>8.5</b>
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
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 .....	7	6 446	730	153	67	38.6	4.5
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 .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF LYON COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>63</b>	<b>112 912</b>	<b>10 850</b>	<b>2 448</b>	<b>587</b>	<b>16.7</b>	<b>3.3</b>
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 .....	9	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	5	2 964	395	101	21	3.4	—
44422	Nursery & garden centers .....	5	2 964	395	101	21	3.4	—
444220	Nursery & garden centers .....	5	2 964	395	101	21	3.4	—
445	Food & beverage stores .....	10	D	D	D	c	D	D
4451	Grocery stores .....	10	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	16	D	D	D	e	D	D
4471	Gasoline stations .....	16	D	D	D	e	D	D
44711	Gasoline stations with convenience stores .....	9	12 589	1 005	228	81	4.3	12.4
447110	Gasoline stations with convenience stores .....	9	12 589	1 005	228	81	4.3	12.4
44719	Other gasoline stations .....	7	D	D	D	c	D	D
447190	Other gasoline stations .....	7	D	D	D	c	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	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	3	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	3	D	D	D	b	D	D
454	Nonstore retailers .....	4	D	D	D	b	D	D
4543	Direct selling establishments .....	3	D	D	D	b	D	D
454319	Other fuel dealers .....	1	D	D	D	a	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
<b>BALANCE OF MINERAL COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>23</b>	<b>32 128</b>	<b>2 703</b>	<b>591</b>	<b>172</b>	<b>12.9</b>	<b>36.1</b>
441	Motor vehicle & parts dealers .....	6	14 052	745	176	26	18.1	77.0
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	4 392	445	93	23	—	17.5
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
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.

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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 <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF NYE COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>107</b>	<b>140 426</b>	<b>12 999</b>	<b>2 948</b>	<b>777</b>	<b>9.3</b>	<b>9.3</b>
441	Motor vehicle & parts dealers .....	12	8 857	1 085	260	62	11.3	30.3
442	Furniture & home furnishings stores .....	7	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	15	15 733	1 439	307	93	16.7	1.8
4441	Building material & supplies dealers .....	11	D	D	D	b	D	D
445	Food & beverage stores .....	12	D	D	D	e	D	D
4451	Grocery stores .....	10	49 888	5 045	1 329	252	2.6	5.2
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	19	27 723	2 040	440	172	13.6	12.8
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 .....	4	616	61	11	8	40.4	—
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	a	D	D
451212	News dealers & newsstands .....	1	D	D	D	a	D	D
452	General merchandise stores .....	4	D	D	D	a	D	D
453	Miscellaneous store retailers .....	14	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	9	20 393	1 317	116	50	1.8	.3
45393	Manufactured (mobile) home dealers .....	9	20 393	1 317	116	50	1.8	.3
453930	Manufactured (mobile) home dealers .....	9	20 393	1 317	116	50	1.8	.3
454	Nonstore retailers .....	11	7 944	907	240	55	3.0	31.3
4543	Direct selling establishments .....	8	6 983	839	219	46	2.4	33.8
45431	Fuel dealers .....	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	6	D	D	D	b	D	D
<b>BALANCE OF PERSHING COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>21</b>	<b>36 352</b>	<b>2 433</b>	<b>591</b>	<b>177</b>	<b>6.8</b>	<b>.2</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	9	25 366	1 230	339	100	6.2	.2
44719	Other gasoline stations .....	6	D	D	D	b	D	D
447190	Other gasoline stations .....	6	D	D	D	b	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 .....	1	D	D	D	a	D	D
<b>BALANCE OF STOREY COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>24</b>	<b>7 546</b>	<b>1 378</b>	<b>234</b>	<b>82</b>	<b>26.1</b>	<b>26.6</b>
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 .....	6	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	14	4 971	907	138	60	20.0	27.2
4532	Office supplies, stationery, & gift stores .....	14	4 971	907	138	60	20.0	27.2
45322	Gift, novelty, & souvenir stores .....	14	4 971	907	138	60	20.0	27.2
453220	Gift, novelty, & souvenir stores .....	14	4 971	907	138	60	20.0	27.2

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF WASHOE COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>144</b>	<b>245 111</b>	<b>24 142</b>	<b>5 683</b>	<b>1 240</b>	<b>11.0</b>	<b>6.6</b>
441	Motor vehicle & parts dealers .....	8	7 324	632	171	35	—	23.3
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
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	9	5 968	930	220	58	30.7	43.4
4421	Furniture stores .....	4	2 137	333	97	25	31.8	1.7
44211	Furniture stores .....	4	2 137	333	97	25	31.8	1.7
442110	Furniture stores .....	4	2 137	333	97	25	31.8	1.7
4422	Home furnishings stores .....	5	3 831	597	123	33	30.0	66.7
44221	Floor covering stores .....	2	D	D	D	b	D	D
442210	Floor covering stores .....	2	D	D	D	b	D	D
443	Electronics & appliance stores .....	6	3 295	448	125	28	—	29.4
4431	Electronics & appliance stores .....	6	3 295	448	125	28	—	29.4
44311	Appliance, television, & other electronics stores .....	4	D	D	D	a	D	D
443112	Radio, television, & other electronics stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	14	25 511	3 135	780	141	14.6	2.4
4441	Building material & supplies dealers .....	13	D	D	D	c	D	D
44413	Hardware stores .....	4	D	D	D	b	D	D
444130	Hardware stores .....	4	D	D	D	b	D	D
44419	Other building material dealers .....	7	9 484	937	174	27	37.0	4.6
444190	Other building material dealers .....	7	9 484	937	174	27	37.0	4.6
445	Food & beverage stores .....	21	D	D	D	e	D	D
4451	Grocery stores .....	16	84 663	9 764	2 291	407	3.9	2.7
44511	Supermarkets & other grocery (except convenience) stores .....	11	78 297	9 087	2 124	368	.3	.6
445110	Supermarkets & other grocery (except convenience) stores .....	11	78 297	9 087	2 124	368	.3	.6
44512	Convenience stores .....	5	6 366	677	167	39	47.6	28.7
445120	Convenience stores .....	5	6 366	677	167	39	47.6	28.7
4452	Specialty food stores .....	3	D	D	D	a	D	D
446	Health & personal care stores .....	5	D	D	D	b	D	D
4461	Health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	19	31 013	2 002	464	149	24.4	7.0
4471	Gasoline stations .....	19	31 013	2 002	464	149	24.4	7.0
44711	Gasoline stations with convenience stores .....	15	18 585	1 419	334	109	24.1	11.6
447110	Gasoline stations with convenience stores .....	15	18 585	1 419	334	109	24.1	11.6
44719	Other gasoline stations .....	4	12 428	583	130	40	24.8	—
447190	Other gasoline stations .....	4	12 428	583	130	40	24.8	—
448	Clothing & clothing accessories stores .....	10	4 083	462	116	47	14.0	32.6
4481	Clothing stores .....	7	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 .....	10	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	6	D	D	D	b	D	D
453	Miscellaneous store retailers .....	33	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	7	D	D	D	b	D	D
4533	Used merchandise stores .....	5	672	98	23	14	—	14.9
45331	Used merchandise stores .....	5	672	98	23	14	—	14.9
453310	Used merchandise stores .....	5	672	98	23	14	—	14.9
4539	Other miscellaneous store retailers .....	17	D	D	D	c	D	D
45392	Art dealers .....	1	D	D	D	b	D	D
453920	Art dealers .....	1	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	9	51 663	2 778	566	118	7.8	—
453930	Manufactured (mobile) home dealers .....	9	51 663	2 778	566	118	7.8	—
45399	All other miscellaneous store retailers .....	5	D	D	D	b	D	D
454	Nonstore retailers .....	9	5 561	858	219	35	11.1	48.7
4543	Direct selling establishments .....	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	b	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF WHITE PINE COUNTY, NV</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>9</b>	<b>5 054</b>	<b>457</b>	<b>98</b>	<b>27</b>	<b>20.4</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D

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

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

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



# Appendix A.

## Explanation of Terms

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### **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.

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**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

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### 44-45 RETAIL TRADE

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

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

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

In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. For example, new automobile dealers, 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

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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.

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## **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.

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#### **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.

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### **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



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## **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),

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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.

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### **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.

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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.

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### **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

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### **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.



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### **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.

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#### **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).

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**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.

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## **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

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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.

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**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

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### 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](http://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.

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## 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

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## **NEVADA**

**West Wendover** was incorporated in July 1991, but this change was not submitted to the Census Bureau until May 1992.

# Appendix E. Metropolitan Areas

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## **NEVADA**

### **Las Vegas, NV—AZ MSA**

Mohave County, AZ

Clark County, NV

Nye County, NV

### **Reno, NV MSA**

Washoe County, NV



